

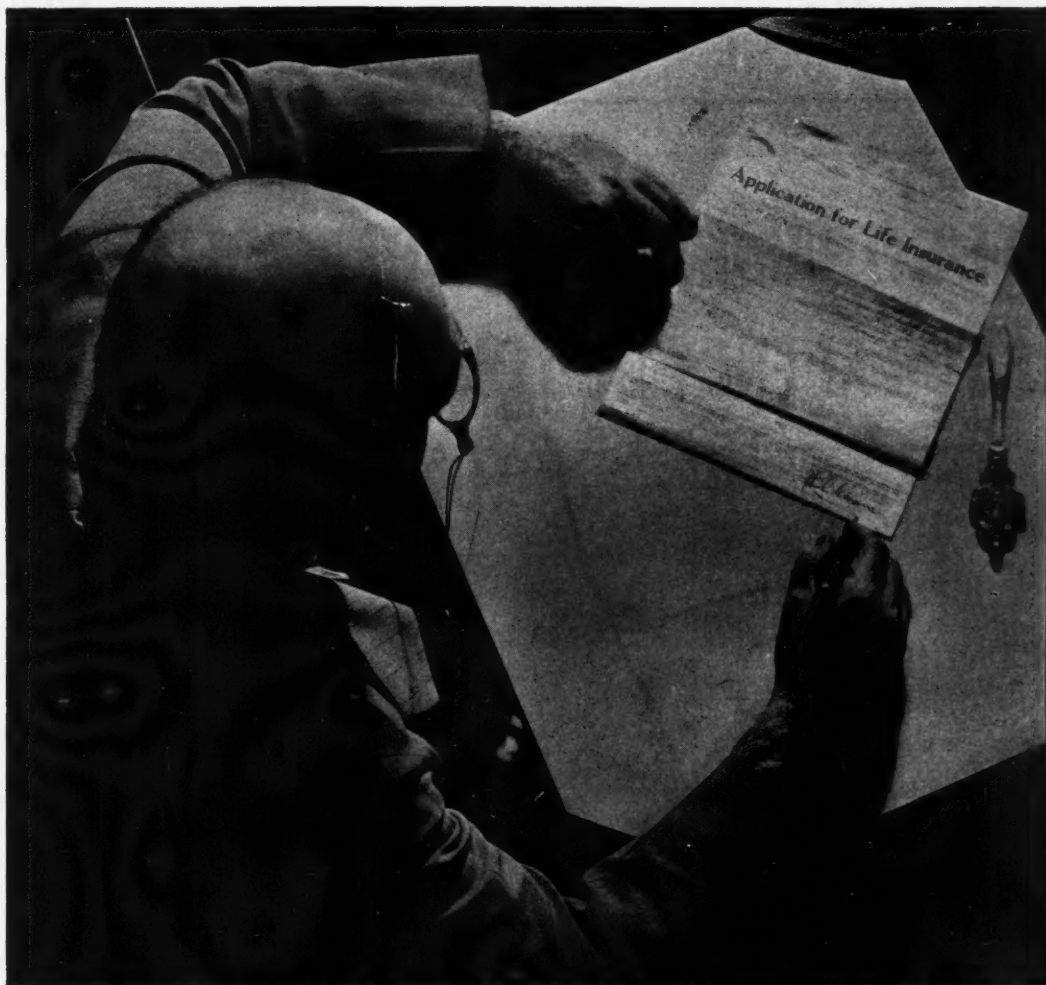
# The NATIONAL UNDERWRITER

Life Insurance Edition

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IT STARTED WITH A PICTURE . . . . .  
A PICTURE of a pair of masculine feet, cocked up in luxurious ease on the porch railing of a swanky resort hotel. The picture carried this caption—"Picture of how a man worries when he has a guaranteed retirement income."

That's all—just a pair of "dogs" at ease—but it meant a lot more to this prospect than all the talk he had ever heard about retirement income.

The picture appeared in THE ESTATE-O-GRAPH, a picture publication sent to him by an enterprising life underwriter. And when the underwriter called a few days later, he found the prospect ready to talk about retiring at 65, although he had told another underwriter just the week before that he was *not* interested in life insurance.

THE ESTATE-O-GRAPH is a monthly picture publication for you to send to your prospects. Each

issue contains eight pages of motivating pictures like this one. It is printed in Rotogravure. It carries the underwriter's individual imprint on both front and back pages. Each issue visualizes some benefit of life insurance with vivid human interest pictures.

THE ESTATE-O-GRAPH is interesting, unusual, distinctive. It interests the prospect in life insurance as applied to his particular situation, and creates a favorable impression for the underwriter whose name it carries.

Would you like to see a copy and learn more about the service? A request will bring you a sample copy and complete information—if the franchise for your town is available. Write THE NATIONAL UNDERWRITER COMPANY, 175 West Jackson Blvd., Chicago, or ask any National Underwriter representative.

FRIDAY, APRIL 8, 1938

APRIL EDITION

# HOME LIFE NEWS

Published by  
**HOME LIFE INSURANCE COMPANY**  
256 Broadway, New York

A  
**COMPANY OF  
OPPORTUNITIES**

ETHELBERT IDE LOW, *Chairman of the Board*

JAMES A. FULTON, *President*

## HOME LIFE'S TRAINING PLANS PROVIDED SOUND BASIS FOR AGENCY BUILDING SUCCESS OF WASH- INGTON, D. C. GENERAL AGENT

### THE SOUND BASIS OF SUCCESSFUL AGENCY BUILDING

When Home Life advances men to positions of greater responsibility from producers, supervisors or Field Assistants they are thoroughly trained in the Company's plan of building a clientele through Planned Estates service. The results of building a clientele along such professional lines (and how to build it) are described in a booklet called "Client Building through Planned Estates." If you care for a copy

Write

**C. C. FULTON, Jr.**  
*Agency Vice President*



Vernon W. Holleman

Vernon W. Holleman in 1932 was a young producer for the Home Life in Jackson, Mississippi. Today, as General Agent in Washington, D. C., he heads one of the fastest growing Agencies of the Company. His agency last year ranked eighth in paid premiums.

From producer to successful General Agent in a few short years is not the result of luck with Holleman. It is the result, first, of ambition and hard work; and second, of a well-worked-out Company plan. That plan provides that men be advanced to positions of responsibility after they have been thoroughly trained—not alone to assure success for the Company, *but to assure success for themselves.*

Mr. Holleman's training for agency building began with his appointment as Home Office Agency Field Assistant. He went out to the Agencies of the Company and assisted in recruiting, training and supervision. Having personally used Planned Estates, the Company sales plan, and knowing what could be done and how it was done, he helped train men to sell under the Company's idea of clientele building with an enthusiasm based on results of actual experience.

The effect of his thorough training is found not only in his personal achievement, but in the success of the men associated with him. Four members of his Agency are today members of the President's Club, Home Life's recognition of outstanding salesmanship. "Career Building" and "Client Building" along Planned Estates lines assure alert and ambitious young men the opportunity to succeed. In this Company of Opportunities they are also given every possible assistance to achieve their objective.



# The NATIONAL UNDERWRITER

Forty-second Year—No. 14

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, APRIL 8, 1938

\$3.00 Per Year, 15 Cents a Copy

## Says Companies Need Not Fear Savings Bank Plan

**Pink's Constructive Attitude Shown in Statement—  
Taylor Heads Division**

NEW YORK—Superintendent Pink of New York has appointed Deputy Paul R. Taylor as deputy superintendent for savings bank life insurance. Under the Livingston-Piper law just enacted, New York savings banks will be empowered to establish life insurance departments on Jan. 1, 1939, along the lines of the Massachusetts system. In making the announcement, Mr. Pink said that while the deputy in charge of savings bank insurance does not officially take office until July 1, the appointment is being made because of the amount of preliminary work to be done.

That the regular insurance companies need have no fear of the type of wanton attacks on them in which Judd Dewey, the Massachusetts savings bank deputy, indulges may be gathered from Mr. Pink's statement that "the purpose of savings bank insurance is not to bring the state into competition with private companies but rather to make available to lower income groups the benefits of cooperation with the savings banks in reducing the cost of insurance. In the administration of this new law we shall try to make the relationship of the state, the savings bank and the life insurance departments in the banks clear to the public."

### Interpretation of Statement

The last sentence is taken to indicate that New York will not be plagued with the irritating type of competition through which Dewey in Massachusetts managed to give the impression that the solidity and integrity of the state are behind the savings bank insurance system.

Said Mr. Pink of the new appointee: "Paul Taylor has not only ability and a great deal of practical experience which qualifies him for this position, but has youth, a fine personality and a deep and sincere interest in the problem."

Mr. Taylor was connected with the liquidation bureau of the New York department in 1933. Then for two years he served as assemblyman from Rochester, after which he was invited to serve as counsel to the insurance department. After a year as counsel he was made deputy superintendent in 1937. He helped draft the Livingston-Piper law.

### Need for Sound Basis

Mr. Pink emphasized the importance of making savings bank life insurance a success, and on a financially sound basis. He said, "We shall make every possible endeavor to encourage the growth of savings bank life insurance for the benefit of the lower income groups who buy industrial insurance, for whom it is par-

(CONTINUED ON PAGE 10)

## Plan Apparently Solves Group Waiver of Premium

NEW YORK — The new disability waiver of premium for group life which has been put into effect by most group-writing companies, will, it is hoped, prove the final solution to a long and troublesome angle of group coverage. This premium waiver provision, for which no extra charge is made, provides that in case an employee has to leave service on account of total and permanent disability he will be carried as a group life risk as long as he is continuously totally disabled, provided, however, that his employer takes the responsibility of checking up on the continuance of his disability and reports to the insurance company on his condition.

The principal difference between this and the "extended coverage" already in use is that the new plan waives the premiums which are paid under the extended coverage plan on employees retired or on account of total or permanent disability, and also puts the responsibility on the employer for keeping the life company informed as to the disabled employee's condition.

### Expense Long a Problem

Continuance of life coverage for incapacitated employees without causing undue expense to the insuring company has long been a problem. It has been intensified by the growing social consciousness of employers who don't like to see a long-time employee deprived of his group life insurance coverage on leaving employment because of disability and usually at a time when insurance protection would be most essential. Conversion to ordinary life, while technically an answer, would be prohibitively expensive, even though the employee would of course be entitled to the privilege without medical examination.

The first plan was to pay the face amount of the policy to those leaving employment because of total and permanent disability. It was thought that 1 percent of the premium would be enough to take care of these cases, though no additional charge was made. At the time the companies were forced to abandon this form of disability protection the cost was running around 15 percent of the premium. Substitution of monthly payments for lump sum payments of the policy's face did not help matters much, though based on the theory that benefits could be cut off if disability proved not to be permanent.

### Seeking a Satisfactory Answer

Since these plans were abandoned the group-writing companies have been casting around for some way of taking care of the disabled employee at a cost which would not be too great.

The way the new plan works out is that after an employee has been totally disabled for nine months, providing his disability commenced before age 60, proof of disability may be submitted before the employer has stopped paying premiums or within 12 months thereafter. When this proof has been submitted the company will continue the insurance from year to year for life without any further premium payments provided

proof of continued total disability is submitted each year. Under such conditions the insurance on disabled lives is continued even though the group policy should lapse.

The main thing the new plan does is to take care of the "forgotten" employee. Employers ordinarily continue to pay the premiums for employees who quit work because of their disability. However, there are sometimes cases where the employer actually does not know that the worker has quit because of disability. All he knows is that man is off the job and then is lost track of. The present plan insures that if the employer will keep an annual check on the continuance of disability the coverage will be kept in force without charge.

The plan contemplates that the premium waiver will not be asked for until several months have elapsed to determine whether the disability is going to be permanent or temporary. The cost of cancelling an employee's insurance and then reinstating him when disability proves temporary involves a needless expense which of course shows up in the net cost of the coverage.

Waiver of premium does not violate the fundamental group insurance principle that there must be a certain amount of turnover, i. e., lives going out of the plan by means other than death and being offset by new lives coming in at the younger ages. What the experience will be with the new plan will not be known for several years, though so far as can be forecast there is nothing particularly hazardous about the idea.

## Millionaires Group to Meet in Chicago May 16

Million Dollar Round Table members in and about Chicago are being invited to attend an informal luncheon and discussion to be held in Chicago May 16, during a three-day session of the executive committee in that city May 15-17. Jack Lauer, Cincinnati, chairman, will preside. There are 18 round table members in Chicago, including life members, qualified and qualifying members, among these being Harry T. Wright, associate agency manager Equitable Society, Chicago, and past chairman of the round table. Mr. Wright will serve as host at the Chicago meeting.

A similar session was held recently in New York following the mid-year meeting of the National Association of Life Underwriters at Richmond, Va. It is assumed among the subjects to be discussed will be ways and means of qualifying members so as to include all those legitimately entitled to the designation "million dollar producer" and exclude those who are not. In the past it is said a number of men have been admitted who, it developed, did not come near to million dollar production. The present qualifying machinery was designed to bring out the facts and is operating quite well.

## Railroads Face Speedy Insolvency at Present Rate

**Life Companies Have Cause  
for Self-Congratulation on  
Holding Only Senior Liens**

NEW YORK—Never have life companies had so much cause as now to pat themselves on the back for sticking consistently to senior obligations in buying railroad securities. Conditions facing the roads today are so bad that unless there is a definite change for the better it will be only a question of a few months before practically all Class I roads not in reorganization have to petition for reorganization under federal bankruptcy law. Unluckily, there is no prospect of any immediate shift that can be counted on to forestall this state of affairs.

Life companies, though in the main being senior mortgagees, cannot hope to escape some losses in the event of such a railroad cataclysm but would of course be expected to suffer less than holders of junior liens in reorganization or bankruptcy proceedings. First, there would be the necessity of carrying bonds of railroads involved at market values rather than amortized values—and of course the market values would be far lower than they are at present.

### Might Be Temporary Loss

This, however, might turn out to be merely a temporary loss, with the senior bonds being eventually paid off without much loss of principal or interest. Certainly the bonds' values should rise sharply once the period of reorganization uncertainly is past and credit structure is once more on a sound basis.

The railroads' plight is due largely to the drastic decline in freight traffic, combined with sharp wage increases, and heavy tax boosts, and inability to obtain rate increases which would offset increases in expense. Yet, even at present rates and with taxes, wage rates and cost of material and supplies as they are, the railroads would be out of the woods if traffic were up to the 1930 level, so that it is not any fantastic volume of freight that is necessary to put the roads on their feet.

### Taxes Up Sharply

What with social security and unemployment insurance taxes the railroads have a 25 percent heavier tax bill than in 1933, materials and supplies cost about 40 percent more than they did in that year while wages are up 18 percent from 1933. As a matter of fact, railroad wage levels are on the average the highest in history.

While more traffic is what the roads need, the main hope for the present is that the government will ease the roads' tax load, place competitive carriers, such as waterways and trucks, on a competitive basis by removing subsidies in their favor; and by giving the roads rates

(CONTINUED ON PAGE 11)

# President J. A. Fulton of the Home Life Tells of Life Insurance Future

I should like to tell you a story—a story which while fictional in form and character is, multiplied many million times, essentially the true story of the birth and growth of American life insurance. Our story starts on Jan. 5, 1769.

On that date a man whom we shall call John Anderson boarded a sailing vessel with his wife and children to leave the land in which had lived generations of his forebearers to seek his fortune in the new world across the sea. From what was he running away? He was tired of a king who prescribed his political status and dictated his religious belief. But most of all, he was tired of a form of society that denied him economic opportunity. He was tired of tax gatherers and landlords, tired of a long day's labor with no reward except a bare existence for himself and for his family.

## Economic Motives Back of Early Settlers

We are prone to think of the early American settlers as actuated primarily by religious and political motives. Actually the economic motives were by far the stronger. John Anderson wanted liberty and opportunity and security. But this meant not merely liberty to

have said, "So long as Americans shall thrill with the pride of accomplishment when they have translated effort and sacrifice into security for their families, just so long shall American ideals live and thrive."

And then John Anderson became ill and faced death. He died as he had lived, calmly and with courage, for he knew that there would be no privation for his family in the years to come. And there was sorrow in that home but no terror and no fear. For there was food and clothes for the months ahead. Kindly neighbors helped harvest the crops. Growing sons took up the tilling of the soil and life went on.

## How Mode of Life Was Entirely Changed

But on the Jan. 5, 1769, that John Anderson set sail for America, another event took place that was to change the mode of life of his descendants and create a new era in the lives of men. It was on that day that James Watt obtained a patent for his newly perfected "fire machine." And because of this invention which we know as the steam engine, and of the eventual developments from Benjamin Franklin's kite flying, there was born the machine age and the

the money he would have earned. If he lives to old age, they give him support and comfort in his declining years.

And now we spin the hands of the clock again. It is December, 1937. Another John Anderson faces the trying problems of this present complicated mode of existence. The business his great grandfather started back before the Civil War has long since been absorbed by a great corporation. He has a good position with that corporation with a comfortable income. He and his family no longer own a home. They live in an apartment. There is no longer any store of food for the months to come. There is not enough in the ice box to feed the family for twenty-four hours. When they want food, or anything else, they send dollars to the store to exchange for it. Their shelter is represented by this month's rent receipt. And so this John Anderson has realized for years that since his family was solely dependent on dollars, the only thing he could do was to make deposits of money in these "dollar storehouses" for future delivery when it is needed. So from time to time he buys life insurance. And because he and sixty-five million other Americans have done the same thing there has been put away in these storehouses the colossal sum of over twenty-one billion dollars!

## Drew Out Large Sums During the Depression

During the period of depression John Anderson's income was decreased and he and other policyholders went to the storehouses and drew out six and one-half billion dollars. In the meantime, those other billions had not been lying idle in vaults. They had gone out to build roads and schools and homes—to finance railroads—and practically every other type of legitimate business. Those dollars had been busy meeting the problems of this great nation.

But John Anderson, with his several life insurance policies, was still not content. Would those policies do the things that had to be done? At his death there would be bills and taxes to pay. There would be three children to send through college. His wife must have an income so long as she lives and they must both have an income in their old age. Did he have enough dollars to meet those needs, and who could take care of those dollars from the time of his death until the last need had been filled? His group of policies offered him no answer to this problem. He was troubled.

## How the Life Insurance Man Solved Problems

And then there came along a life insurance man. And he found out from John Anderson just what the things were that John felt must be accomplished. And he took those life insurance policies and welded them into what he called a "Planned Estate" that did accomplish those things. It furnished money to pay bills at his death. It provided funds to send the children to college when they were ready to go. It guaranteed an income to his wife so long as she lived and an income for both of them in old age.

When the plan was completed a chart was made which pictured just what could be accomplished. And John Anderson looked at it and was troubled no longer. For like that first John Anderson he could face life and even death calmly and with courage for he knew there would be no privation for his family. If death came there would be sorrow in that family, but no terror and no fear. There would always be food,



JAMES A. FULTON

clothes and shelter for the years to come.

And so, as John Anderson looked at his planned estate, there went through him a thrill of pride, for he said, "This have I created with my courage, my brains and the sweat of my brow."

## Life Companies and Their Service to Mankind

And I think if the spirit of Americanism could have again been personified, it would have said, "So long as Americans shall thrill with the pride of accomplishment when they have translated effort and sacrifice into security for their families, just so long shall American ideals live and thrive."

And it is to the perpetuation of our American ideals and the service of 130,000,000 of our citizens that the Home Life and all the other fine life insurance institutions in this country are dedicated. And it is to the rendering of a professional service designed to bring the insurance of his clients to the highest degree of effectiveness that career underwriters are devoting their lives.

To you I sincerely commend life insurance as an institution, and the services of these men in particular, for the solution of that problem which has always been the greatest concern, and at the same time the highest privilege, of the best type of American citizen. That is the achieving of security and opportunity for himself and his family.

## Policy of 1873 Contains Interesting Restrictions

DETROIT—When the executors of the estate of the late James L. Higgins, 94, many years ago general agent for the Mutual Life of New York in Michigan and Ohio, who died recently, opened his safe deposit vault they found a \$10,000 policy issued on his life by the company in 1873 which specified that if he lost his life "to hostile Indians" the policy was void. It also specified that it might be cancelled if he participated in a duel or lost his life violating the law or aiding an insurrection.

Under its terms Mr. Higgins was not permitted to "remain beyond the settled limits of the United States except to the limits of the British provinces, or north of Winnipeg or Quebec, or between July 1 and Nov. 1 south of Tennessee except east of Alabama or within 100 miles of the sea coast." The policy prevented his traveling on the high seas, joining the army, working in a mine or on a railroad without permission from the company. The policy had matured in 1923.

President James A. Fulton of the Home Life of New York has been the host in seven different territorial districts of the country, honoring the leaders in each jurisdiction who won in the first two months contest of the year. In his talk at these functions President Fulton has given an address that is worthy of reading and rereading because it gives to the agents an idea of the evolution of life insurance and the necessity of carrying it today where such did not exist in colonial times, for example.

worship and participate in government, but above all, liberty to achieve for himself and his family the better things of life—the opportunity to own property, and thus have security for the future. Denied these things in his native land, he turned toward the new world where they might be his. And so, after a long voyage, he landed on these shores.

He took up a tract of land. He felled trees and built a home. He pulled stumps and had land to till. Through years of trial and hardship John Anderson and his family prospered and gradually achieved that security which had been his aim.

## John Anderson Satisfied With His Accomplishments

In the centers of this new country other men planned and preached and fought for religious and political liberty. In Philadelphia a printer by the name of Franklin kept a hand press working. Patrick Henry with his eloquence, and Thomas Jefferson, with his pen were laboring in Virginia; and Sam Adams was up in Massachusetts. There had been July 4, 1776, and Bunker Hill and Valley Forge. A nation was born, dedicated to the ideals of liberty, opportunity and security, and John Anderson, a proud citizen of that nation, looked on his own accomplishment, and was satisfied. For he and his family had the shelter of their home. They had stored away food and clothes for many months to come.

They had little need for money. It played but a small part in their scheme of things. There was wool to spin into cloth, potatoes in the cellar, grain in the barn and meat in the smokehouse. There were the fertile acres and a crop growing for the next harvest. And so as John Anderson looked at his work there went through him a thrill of pride. For he said, "This have I created with my courage—my brains—and the sweat of my brow."

I think if the spirit of Americanism could have been personified, it would

foundation laid for our present complicated civilization.

The scene now shifts to 1860. James Buchanan is soon to leave the White House and Abraham Lincoln to enter it. War clouds are darkening the horizon—a war that was largely an indirect result of the coming machine age—the agricultural south against the industrial north. Another John Anderson, a descendant of the first, had started a business in an American city. He had his home and his business. Once family and business were established, and with sons to carry on, he had security for his family. But if he died too soon there would be urgent need of money. For his family no longer turned to their own supply for grain and wool and meat, but to the merchant for clothes and food.

## Men Banded Together for Mutual Help

And so, recognizing that need, men in various parts of the country banded together for mutual self help. There was a group of thrifty Quakers in Philadelphia and some prudent New Englanders up in Boston. There were some solid business men of Brooklyn, who in 1860, laid their plans for what became the Home Life. These groups of Americans were unconsciously seeking a substitute for the stores of goods which their forefathers had put aside for their time of need, and for the land which produced a continuing income even after death. And so, because the only substitute for those things was dollars, they created what were in essence storehouses for dollars. That is what life insurance was and still is.

Each policyholder, during his earning period, pays dollars into the storehouse. For these dollars which he stores he receives the agreement of the group as a whole that under certain conditions he shall be allowed to draw dollars from the storehouse which in turn can be converted into food and clothes and shelter. If he dies in his youth or middle age, these dollars take the place of



## Insurance Directors Are Both Fire Insurance Men

### Unusual Setup in the United States Chamber of Commerce—Life Insurance Out in the Cold

Inasmuch as the United States Chamber of Commerce will hold its annual meeting May 2-3, there is always interest among insurance people as to who will be elected the insurance director, he serving for two years. There are two insurance directors representing that division as there are two directors representing each of other grand divisions. Then in addition there are directors representing districts throughout the country.

The two present insurance directors are Justin Peters of Philadelphia, president Pennsylvania Lumbermen's Mutual Fire, and John C. Harding, of Chicago, resident vice-president in charge of the western department of the Springfield Fire & Marine group.

#### Both Are Fire Insurance Men

One of the singular features of the insurance directorate is that both represent fire insurance companies. It would seem natural that life insurance interests should have one of the directors but the uniqueness of the situation is due to the rivalry between the stock and mutual interests in fire insurance. A few years ago Charles W. Gold, who was vice-president of the Jefferson Standard Life, of Greensboro, N. C., and later president of the Pilot Life, was a candidate not only for his district for director but also insurance director. He succeeded in defeating the late P. W. A. Fitzsimmons, who was president of the Michigan Mutual Liability of Detroit. That gave the life insurance people a standing but when the time came for a successor, the mutual fire and casualty people became very active and succeeded in electing Mr. Peters over Mr. Gold. Inasmuch as the strife in days gone by became very severe between the stock and casualty interests, a truce was declared whereby the stock people were allowed one director and the mutuals another without interference on either side. Therefore, the two directors are fire insurance men and the life and casualty people are in the cold.

### Two Commissioners Confer on Mutual Issues

HARTFORD—Commissioner Blackall, of Connecticut, conferred this week with Superintendent Pink of New York and others on the progress to date of the revised convention examination system of companies, devised two years ago by the National Association of Insurance Commissioners. It sets up a geographical division of states into zones and provides that examinations be made by representatives of other zones acting with officials of the home zone.

The effect of the reciprocal law of Connecticut as applied to New York companies will also be taken up. New York courts recently ruled that the special tax paid by insurance companies to New York City is actually a state tax, and it appears that the Connecticut reciprocal law would have to be enforced to the extent that the obligation is imposed on Connecticut companies. Commissioner Blackall will try to reach through discussion a proper solution of this problem.

### New Kentucky Deputy

FRANKFORT, KY.—T. A. Hageman of Kenton county, recently resigned as administrator of the distilled spirits unit of the department of revenue, has been appointed deputy commissioner of insurance by Governor Chandler. His appointment fills a vacancy that has existed since the resigna-

# Assets of Life Companies Gain Nearly Two Billion

By J. H. RADER

Life insurance company assets increased approximately \$1,800,000,000 during 1937 according to the figures shown in the new 1938 Little Gem Life Chart, covering the reports on 209 companies. The increase in reserve liability was approximately \$1,500,000,000. Increases in other liabilities resulted in a \$30,000,000 decrease in total surplus, which is slight when compared to the total figure of \$1,639,000,000. While there is no direct relation between the two it is interest-

ing to note that this decrease in surplus is almost identical with the amount of increase in total paid policyholders. There was more insurance paid for during 1937 than 1936, resulting in a net increase in insurance in force of slightly over \$5,000,000,000 or almost \$1,000,000,000 greater increase than was recorded in 1936 for the 230 companies included in the financial reports of the Little Gem Life Chart for that year.

Comparative grand totals follow:

	209* Companies Dec. 31, 1937	230 Companies Dec. 31, 1936
Admitted Assets .....	\$28,417,783,053	\$26,593,740,173
Surplus (incl. capital, cont. and special funds)†	1,639,307,485	1,674,945,555
Net Reserves (ex. reser. for dis. & double ind.)	22,846,501,489	21,350,577,989
Total Premium Income .....	3,995,609,354	3,878,790,725
Death Claims (excl. add. accid. death claims)	1,008,410,986	975,303,755
Endowments and Annuities .....	304,942,515	286,015,344
Total Paid Policyholders .....	2,632,085,330	2,606,387,594
Insurance Paid For (incl. revivals & increases)	16,596,173,660	15,672,993,963
Net Increase in Insurance in Force .....	5,238,250,490	4,336,592,548
Total Insurance in Force (incl. indus. & group)	117,202,861,010	111,812,450,792

\*Including six fraternal organizations and 11 Canadian companies.

†Includes group life, asset depreciation, real estate depreciation and mortality fluctuation reserves, \$301,705,066.

tion of C. I. Brown to take charge of Kentucky business of London Lloyds.

### Company Wins Its Case

RICHMOND, VA.—The United States circuit court of appeals in an opinion handed down this week reversing the district court at Charleston, W. Va., upheld the contention of the Massachusetts Mutual Life that it was

not obligated to pay the principal of a \$25,000 policy furnished upon approval and upon which no premium was paid before the applicant's death. The policy was issued to Hugh E. Bek, president of the National Bank of Commerce of Charleston. Following his death, suit was brought for recovery of the amount of the policy. The appellate court held that the contract was never completed and consequently there could be no recovery.

## SPRING CLEANING

A recent bulletin of our Birmingham Agency said:

"We do not neglect our homes throughout the year, and depend on one house-cleaning to take care of it for the remainder. We clean daily, and then have Spring cleaning; underwriters serve daily, and then give this annual extra service. A concentrated house-cleaning is hard work. A concentrated Policyholders' Service Period is hard work. The results in each case more than repay us."

The policyholder's entire picture is looked into, to see whether or not, if he is financially competent and needs any of them, he has an adequate clean-up fund, income for the wife, mortgage coverage, educational fund, father and son insurance, provision for an aged father or mother or other dependent, and estate conservation insurance. At the same time the condition of his present insurance is minutely examined, and necessary adjustments are made.

Policyholders' servicing is incomplete unless unprotected needs are covered, when possible, with appropriate new insurance.

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### THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY, President.

Independence Square

PHILADELPHIA

## Arguments Heard in Vital Frazier-Lemke Case

### U. S. High Court Decision in Union Central Action Will Have Important Effect

WASHINGTON — Arguments were heard by the United States Supreme Court this week in the important case involving the Frazier-Lemke amendment known as James M. Wright vs. Union Central Life. Congressman William Lemke of North Dakota made the argument in behalf of Wright while Attorney Arthur Lytton of Bull, Lytton & Olson, Chicago, made the argument for Union Central.

The decision in this case will govern the disposition of thousands of properties throughout the country where foreclosures were instituted and decrees and sales obtained during the time that the first Frazier-Lemke amendment was declared unconstitutional in May, 1935, and the new Frazier-Lemke amendment was enacted by Congress, Aug. 28, 1935.

#### Radford Case Recalled

In the Radford case, the United States Supreme Court held that subsection S of section 75 of the bankruptcy act, which was the heart of the Frazier-Lemke amendment, was unconstitutional and void. After a new subsection was enacted to overcome the deficiencies mentioned by the supreme court, a number of actions were instituted challenging the constitutionality of the new legislation. One prominent action was the so-called Lowman case. The United States circuit court of appeals for the seventh circuit held that the new amendment was unconstitutional, but the Lowman case involved a situation where the land had been foreclosed in the state court and a decree of foreclosure had actually been entered and a foreclosure sale of property had been conducted prior to the enactment of the new amendment and before the former had filed an amended petition for relief under the new amendment. At the time the petition was filed the property was in the period of redemption.

#### U. S. High Court Opinion

Another case, that of Wright vs. Vinton Branch of Mountain Trust Bank, went to the U. S. Supreme Court which held that the new subsection S had remedied the substantial errors of the former subsection and was constitutional.

The question then arose whether the U. S. Supreme Court did not overrule the circuit court of appeals in the Lowman case.

Following the Vinton Branch decision, the Wright vs. Union Central case came up to the circuit court of appeals. This involved much the same state of facts as the Lowman case.

The circuit court of appeals had to decide whether the case of Wright vs. Union Central should be governed by the supreme court decision in the Vinton Branch case or whether in view of the facts, the Lowman case decision should not govern. In the Vinton Branch case there had been no state court proceedings, no decree and no sale. The circuit court of appeals concluded that the Wright vs. Union Central case was so different from the Vinton Branch case that it followed its own decision that was rendered in the Lowman case and held that the Frazier-Lemke act as applied to the facts was invalid. They asserted the theory that Congress could not nullify a decree and sale previously had in a state court or nullify vested property rights which had already been fixed by the state court in accordance with state laws.

Subsection S grants a three-year stay, holding up foreclosure, but gives the bankruptcy court the right to administer the property and if necessary to order it sold. The amendments that were declared unconstitutional merely provided a three-year stay.

## High School Pupils Taken Through the Home Office

### Regular Part of Minneapolis Students Is to Visit the Northwestern National Life

MINNEAPOLIS.—A visit to a life company home office to watch the wheels go round is a part of the regular curriculum for Minneapolis junior high school students. During the past 10 years in which the Northwestern National Life has cooperated with the public schools of its home city in helping boys and girls learn about their community through personal observation, several thousand youngsters have taken supervised tours through its home office. C. C. Minty, board of education field worker, supervises the trips.

### Tours Are Carefully Planned

Perhaps more than any other major city, Minneapolis uses field trips for school children of all ages as a means of adding reality to classroom activities. These tours are carefully planned to fit in with the child's growing awareness of the world about him; first graders visit farms and flower gardens, sixth graders are interested in steam and electric plants, but junior high youngsters are old enough to take an interest in the more complicated phases of community life and to consider a possible vocation for themselves. They visit the Northwestern National Life's home office as a part of their classroom study of community life problems—both because of the large part which life insurance plays in community welfare by raising living standards and keeping men and women out of the breadline and also, from the vocational side, because this company is regarded as an outstanding example of a socially minded institution in which many other factors besides the pay envelope contribute to the satisfaction of employees.

### Conducted Through the Office

Two volunteers from each 9-A community civics class in the city comprise each visiting group, and regular visits are made twice each school year. Conducted through the home office in groups of 20 or less, each with a guide, the visitors see the various departments in action and listen to a brief explanation of the function of each, then gather in the cafeteria where a member of the staff gives them a few salient facts about life insurance—its origin, history, and growth.

They are told of a few of the simple but vital needs which life insurance takes care of by continuing at least part of the father's income after his death, thus making it possible for a growing family to pay rent and buy food, clothes, and other necessities, or to meet specific obligations such as payment of a mortgage or assuring the children a college education. They learn also how life insurance will provide an old age income for the policyholder who lives.

### Facts From Vocational Side

From the vocational side, their attention is drawn to factors, besides salary, which contribute to employees' welfare and therefore should be considered in making intelligent choice of an occupation—such factors as liberal opportunities for advancement, pleasant working conditions, the sense of security that goes with steady employment by a soundly managed institution of good repute, reasonable working hours that allow time for self-improvement which the company encourages by paying the tuition for educational courses, vacation and illness allowances, regular medical examinations, group life insurance and pension provisions, and free noon lunches in the company's cafeteria.

On their return to the classroom, each pair of visitors summarizes the trip for the benefit of their classmates.

## Honor Olson in Star Campaign



In March the entire agency force of Mutual Trust Life demonstrated its loyalty to President Edwin A. Olson in an "It's in the Stars" sales campaign. For the first two months, the company had attained 104.72 percent of the same period in 1937, and in March there was an increase in production of 23.3 percent over February and 24 percent over January.

## National Negro Body Is Working on Agency Tax

A meeting was called in Louisville by the National Negro Insurance Association to discuss the feasibility of an amendment to the social security act exempting life companies from the payment of unemployment compensation tax on agents, to lay plans for the annual convention June 15-17 at Cleveland, O., and to prepare for National Negro Insurance Week May 9-14.

H. H. Pace, president Supreme Liberty Life, Chicago, was appointed chairman of a committee to take up the matter of an amendment to social security unemployment taxation. The other members of the committee are J. L. Lewis, vice-president Afro-American Life; W. D. Hill, assistant secretary North Carolina Mutual Life, and M. S. Stuart, vice-president Universal Life. The subject will be taken up with the member companies so that contacts can be made with senators and representatives. It was decided that a fund of \$2,500 be made available for the purpose of sponsoring the unemployment tax exemption.

Cyrus Campfield, statistician, having resigned, it was decided to combine the offices of actuary and statistician.

At a meeting of agency officers, a minimum of \$5 industrial and \$5,000 ordinary was set as the qualification for agents' awards during National Negro Insurance Week. Goal for the week is \$20,000,000, twice the amount set last year. The Mammoth Life & Accident and Domestic Life & Accident were hosts of the Louisville meeting. The Supreme Liberty Life and the Dunbar Mutual will be hosts at the annual meeting in Cleveland.

### Aetna Life's Regional

The Buffalo, Rochester and Syracuse agencies of the Aetna Life are having a regional agency meeting April 29-30 at Niagara Falls, Ont. The meeting will be held following a production contest. Home office officials will be present.

William Wetzler, 67, in charge of the Omaha agency of the Guardian National Life of Lincoln, dropped dead in his office.

## Harrington Is Named New Bay State Commissioner

BOSTON.—C. F. J. Harrington, manager of the casualty department of the O'Brien, Russell & Co. general agency of this city, was appointed the insurance commissioner of Massachusetts to succeed Francis J. DeCelles by Governor Hurley. The appointment will lie over one week for confirmation by the governor's council.

### John Hancock Conference

General agents and supervisors of the John Hancock Mutual Life will hold a regional meeting at French Lick, Ind., April 22-23. Sessions will be devoted to a discussion of training and selection.

### Buyers to Hear Blackall

One of the speakers at the annual meeting of the insurance division of the American Management Association in Atlantic City May 9 will be Commissioner Blackall of Connecticut. "Phases of State Supervision" is to be his subject.

### Equitable's Wisconsin Meet

E. L. Carson, agency manager Equitable Society, Milwaukee, was in charge of a five-day sales conference for agents from Wisconsin, held in Milwaukee during the past week. The program, in charge of Daniel Mason of the home office in New York, was designed to give the field men a more thorough grounding in modern life insurance principles.

### Hold Nebraska Agency School

A two-day agency school for Nebraska agents of the State Farm Life was conducted at Lincoln this week by W. D. Stegner, agency supervisor from the home office. About 40 agents attended. E. A. Taylor, director of the state office, was in charge.

### Roberts Goes to Jamaica, L. I.

W. F. Roberts, formerly assistant manager of the Travelers' branch in Brooklyn, has been promoted to life manager at Jamaica, L. I.

## Interesting Facts Given for First Three Months

### Union Central Analyzes Its New Business and Draws Conclusions

CINCINNATI.—March new business in the Union Central Life shows a marked increase over new business settled during the first two months of 1938, according to first quarter figures. Both the life insurance and annuity branches shared the improvement.

Settled business during March was \$7,287,240, of which life insurance accounted for \$6,027,060 and annuities were responsible for \$1,260,190. New business paid-for during March represents a gain of 11 percent over the paid business for February, and a gain of 18 percent over the business settled during January.

### Interesting Facts

A number of interesting facts are to be gleaned from the first quarter figures. One of them is that agents are maintaining a healthy ratio between life insurance and annuity sales. In January, life insurance accounted for 78 percent of the business, annuities 22 percent. In February, insurance suffered a slight proportional loss, though an increase in amount, when life sales were 74 percent of the total and annuities 26 percent. In March, however, just as total sales were up over January and February, life insurance's share showed a sharp gain. March life insurance sales amounted to 82 percent of the total, annuities falling to 18 percent.

Highly significant, according to home office reports, is the result of a first-quarter study of circularization in relation to first-quarter sales. Long considered an accurate barometer of sales activity by this company, direct mail proved itself right again by showing gains during January, February and March closely paralleling the company-wide gains in new business.

## Hold Regional Convention of Pacific Mutual in Chicago

A regional convention of the Pacific Mutual will be held at Chicago April 8-9, taking in some 15 agencies in as many states. President A. N. Kemp will head a large home office delegation which will be on the speaking program and will confer with the field men. Others who will attend from the home office will be Asa V. Call, executive vice-president; D. C. MacEwen and William Breiby, vice-presidents; Floyd Foraker, manager sales promotion department, and Malcolm F. White, manager field training department.

E. E. Henderson and J. L. Watts, Sr., Chicago general agents, and C. H. Davis, manager eastern railroad department, will be the hosts.

Another regional meeting, attended by the same home office men, will be held in Richmond, Va., April 12-13, and a third subsequently at Dallas, Tex., as the officials are en route back to the Pacific Coast.

### Al Schmedemann Advanced

George A. Boissard, president of the National Guardian Life of Madison, Wis., announces the appointment of Al Schmedemann, Jr., as superintendent of agencies. Mr. Schmedemann has been with the company for 16 years as an agent and agency secretary. He is a son of former Governor Schmedemann of Wisconsin.

W. O. Catterton has been appointed unit manager at Houston by W. W. Klingman, Texas manager, Equitable Society. He has been with the company since its return to Texas last year.



# The Business Side of the Ledger—and the Human Side

## The Business Side—for 1937

The Metropolitan Life Insurance Company presents its report for the year ending December 31, 1937. (In accordance with the Annual Statement filed with the New York State Insurance Department.)

ASSETS		LIABILITIES	
<b>Government Securities:</b>	\$845,465,919.71	<b>Statutory Policy Reserves:</b>	\$4,141,778,793.00
U. S. Government . . .	\$782,172,007.89	Amount which, with interest and future premiums, will assure payment of policy claims	
Canadian Government . .	63,293,911.82		
<b>Other bonds:</b>	1,655,208,167.35	<b>Dividends to Policyholders:</b>	101,023,188.00
U. S. State and Municipal	\$130,036,072.20	Set aside for payment for the year 1938	
Canadian Provincial and Municipal . . . . .	108,728,136.17		
Railroad . . . . .	604,695,039.09	<b>Reserve for Future Payments on Supplementary Contracts:</b>	74,737,947.93
Public Utilities . . . . .	479,281,913.46		
Industrial and Miscellaneous . . . . .	332,467,006.43	<b>Held for Claims:</b>	20,479,248.83
		Including claims awaiting completion of proof and estimated amount of unreported claims	
<b>Stocks:</b>	81,482,758.76		
All but \$38,047.76 are Preferred or Guaranteed		<b>Other Policy Obligations:</b>	26,055,985.89
		Including dividends left with Company, premiums paid in advance, etc.	
<b>Mortgage Loans on Real Estate:</b>	994,096,712.57		
First Liens on Farms . . . \$	73,652,107.08	<b>Miscellaneous Liabilities:</b>	44,141,003.74
First Liens on other property . . . . .	920,444,605.49	Including reserves for Accident and Health Insurance, accrued taxes payable in 1938, etc.	
<b>Loans on Policies:</b>	513,947,859.36	<b>Surplus and General Voluntary Reserve:</b>	311,504,659.62
		This serves as a margin of safety—a cushion against contingencies which cannot be foreseen	
<b>Real Estate Owned:</b>	383,912,325.74		
Includes real estate held for Company use			
		<b>TOTAL . . . . .</b>	<b>\$4,719,720,827.01</b>
<b>Cash:</b>	102,584,804.52		
<b>Premiums outstanding and deferred:</b>	83,727,136.16		
<b>Interest due and accrued, etc.:</b>	59,295,142.84		
<b>TOTAL . . . . .</b>	<b>\$4,719,720,827.01</b>		
<b>Total Life Insurance in Force:</b>		<b>Payments to Beneficiaries and Policyholders:</b>	
Ordinary . . . . .	\$11,400,690,229	Ordinary . . . . .	\$228,626,251.52
Industrial . . . . .	7,511,537,957	Industrial . . . . .	234,266,144.68
Group . . . . .	3,671,865,512	Group Life, Health, and Annuities . .	60,451,881.28
<b>Total . . . . .</b>	<b>\$22,584,093,698</b>	Personal Accident and Health . . .	2,531,994.01
		<b>Total . . . . .</b>	<b>\$525,876,271.49</b>
<b>Accident and Health</b>			
Weekly benefits . . . . .	19,699,024		
Principal sum benefits . . . .	1,510,264,310		

The Metropolitan is a mutual organization. Its assets are held for the benefit of its policyholders, and any divisible surplus is returned to its policyholders in the form of dividends.

## The Human Side—for 1937

IF WE WERE to let the figures above describe the Metropolitan's activities last year, the story would be far from complete—for there is a HUMAN side of the ledger, too.

Policyholders and beneficiaries received from Metropolitan in 1937 almost \$526,000,000—much of it in an hour of genuine need.

Death claims were paid on over 6,000 policies in force less than three months, and on over 18,500 policies in force less than one year—dramatic proof of the value of life insurance.

One could scarcely name a catastrophe which took human lives, in the United States or Canada, where funds provided by Metropolitan policies had not helped lighten the burden for afflicted families.



These nurses made 3,766,240 calls during the year.

Every half second during 1937, a Metropolitan booklet, containing useful health information was placed in somebody's hands.



Each working day throughout the year, new Metropolitan investments went into communities in various parts of the United States and Canada. These investments helped to create a demand for goods, aid realty values, give employment, and serve other modern social and economic needs.

There is more we would like to tell you about

our 1937 Report. This is contained in a booklet entitled, "The Human Side of the Ledger," which we shall be glad to send to you upon request.

FREDERICK H. ECKER, Chairman of the Board  
LEROY A. LINCOLN, President

**Metropolitan**  
Life Insurance Company  
(A MUTUAL COMPANY)

METROPOLITAN LIFE INSURANCE COMPANY  
1 Madison Avenue, New York, N. Y.

Please send me, without charge or obligation, a copy of the booklet, "The Human Side of the Ledger."

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

In the Spring the Young Man's Fancy

Seldom Turns to Life Insurance.

But in the Fall, The Old Man's Thoughts

Always Turn to Life Insurance.



Now

Nearly 3,000,000 Policies

and

Over \$600,000,000  
Life Insurance in Force

The NATIONAL LIFE AND  
ACCIDENT Insurance Co., Inc.



HOME OFFICE, National Building, NASHVILLE, TENN.  
C. A. CRAIG, Chairman of the Board, W. R. WILLS, President



THE SHIELD  
COMPANY

April 25-30  
National Accident and Health  
Insurance Week

## Life Insurance Fourth in Public Mind, Survey Shows

Life insurance ranked fourth in a buyers survey of 10,640 Chicago families in the first quarter-year conducted by the research bureau of DePaul University with the objective of finding out what families plan to buy next. Life insurance was the choice of 550 families, second choice of 262 families, third choice of 242 families, fourth choice of 184 and fifth choice of 182. Percentagewise, it ranked 4.76.

Vacuum cleaners ranked first, automobiles second and radios third. Automobiles slipped from first to second place and vacuum cleaners went from seventh to first.

### Conditions Causing Concern

Falling industrial activities, rising unemployment, declining stock market and lagging wholesale trade were noted by L. M. McDermott of the research bureau as industrial conditions causing much concern. He said it is apparent the present setback is almost wholly the result of an unsound business situation that developed in the last half of 1936 and first part of 1937. He noted as an important factor failure of the investment and capital markets to share adequately in the upturn. The weakest part of the 1932-1937 recovery era was failure of the building industry to come back, Mr. McDermott said.

Commodity prices are becoming firmer, indicating that the unsound basic commodity situation which was one of the most important causes of the decline, is gradually becoming adjusted to a good business condition. Basic prices of world commodities have readjusted themselves and recovery abroad is holding firm. Most weakening conditions are in process of readjustment or have been remedied, he said, and the weakness of the steel and automobile manufacturers easily could be offset by improvement in the building industry.

### Notes Tendencies

He noted 21 factors making toward improvement, but against these are various tendencies, including mounting taxes driving many individuals and firms out of business; breakdown in demand for many lines of goods, especially automobiles and radios; lack of confidence due to antagonism between administration and business; growing deficits causing distrust of fiscal soundness; building costs too high to permit build-

## Travelers Conferences Being Held This Month

### Agency Supervisory Staff in the United States and Canada to Study Production

HARTFORD, CONN. — Following the conclusion of a record-breaking three month accident campaign, the Travelers has announced a group of three regional conferences in April for its managers, field men, and assistant managers of the life, accident and group department. The first is being held at Amherst, Mass., this week. The second will be at the Traymore Hotel, in Atlantic City, on April 7-9, and the third will be April 12-14 at the French Lick Springs Hotel, French Lick, Ind.

The three conferences are to include the entire agency supervisory staff of United States and Canada, east of the Rockies. They will be in charge of Vice-president H. H. Armstrong and Superintendents of Agencies J. O. Hoover and G. V. Kuehner. They will be devoted entirely to round table discussions of ways and means in which the home office and supervisory field staff may be of still greater assistance to agents in the production of life insurance.

Among other home office executives attending will be Vice-president J. L. Howard and Secretary L. M. Robotham of the life department.

### Larsons Are Showing Gains

A. C. Larson and Ralph E. Larson of Madison, Wis., managers of the Central Life of Iowa in Wisconsin, report very satisfactory increases. Not only did paid volume in 1937 show an increase of 27 percent over 1936, but paid business for the first quarter of 1938 also showed the substantial gain of 15 percent over the corresponding period of 1937. Messrs. Larson are also leading the entire country for the Central Life in persistency.

ing revival or boom; growth of unemployment threatening buying power; prices, especially commodity prices, have gone up too rapidly; heavy industries do not as yet show much life; fear that C. I. O.-ism is not as yet thoroughly checked, and certain aspects of the new farm act considered unsound.

## Stoner Gets Certificate No. 1



R. J. Stoner (center), treasurer of the Lincoln National Life, was presented Certificate No. 1 in the company's retirement plan by Arthur F. Hall (right), president, and R. F. Baird (left) general counsel and chairman of the retirement council. Mr. Stoner has been with the company for 30 years—longer than any other employee. He began as office boy when the company was but three years

old. The Lincoln National's retirement plan, inaugurated this year, was designed to supplement the old age benefits guaranteed under the federal social security act. It is a participating plan for home office employees. Both the employee and the company contribute. Participation does not begin, however, until the employee attains age 35. The plan is looked upon most favorably.



## "Par" for Parkinson Month in Central West

**Equitable Society Field Men Honor  
Their President During All of April  
with New Business**

April is one of the big months in the central states section of the Equitable Life of New York as the Central Managers Association sets aside the month in honor of President Parkinson calling

running well in excess of that for the first six months last year with average size policy \$7,000, compared with the State Mutual average countrywide of \$4,000.

### Prudential Managers Shifted

Walter S. Payne, formerly manager of the Prudential's ordinary agency in Salt Lake City, has been transferred to St. Louis as manager. He is succeeded in Salt Lake City by Sidney A. Kent, formerly of Chicago.

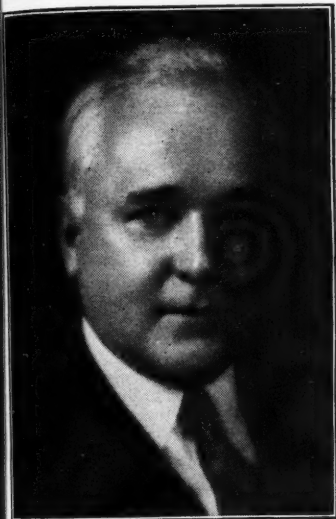
C. R. Fooshe, former St. Louis man-

ager, becomes manager of the Los Angeles "A" ordinary agency.

George W. Johnston, 75, member of the New York brokerage firm of Johnston & Collins, died at his home in Yorktown Heights, N. Y. Mr. Johnston started in the life insurance business at Cincinnati more than 40 years ago, representing the Mutual Life of New York. Although handicapped by poor hearing, he became a leading producer and did brilliant work. For a number of years he won the prize given

by the National Association of Life Underwriters annually for the best essay on life insurance. He was highly regarded by other agents. About 35 years ago he moved to New York and established a partnership with W. R. Collins, the firm of Johnston & Collins succeeding the partnership in 1909. Mr. Johnston was born in Georgetown, Ky., and graduated from Yale in 1883.

Miss Dorothy Day, daughter of C. C. Day, Oklahoma City general agent Pacific Mutual Life, will be married April 22 to W. W. Stewart.



T. I. PARKINSON

the "Par for Parkinson" campaign. "Par" means that each agent must forward five or more applications during the campaign, five being "par." There are 10 agencies in Chicago and 16 outside. Each agency can send its leading producer and its leading unit manager to a luncheon in Chicago at which President Parkinson will be present and talk on the "state of the nation," so to speak, in its particular application to the Equitable. All the agents in Chicago that qualify can attend the meeting. The Chicago managers act as hosts at this luncheon and pay all the expense.

In the evening President Parkinson will be the star at the presidential dinner, at which only the honor men will be present, that is, two from each agency. W. V. Woody, manager in Chicago, is president of the Central Managers Association. He is the only one outside of the honor men who will be present at the presidential dinner, owing to his official position as president. The luncheon will be held May 9 and the dinner that evening.

### "Ad" Men Hear Dougherty

"A period of recession is not a time for slowing up your advertising steam," L. J. Dougherty, vice-president in charge of the Guaranty branch of the Occidental Life of Los Angeles, told the Davenport (Ia.) Advertisers Club last week. He also chided those who "twist everything they hear or everything they read in the newspaper into an ill omen."

Mr. Dougherty also told something of plans for the 1939 world's fair in New York. He was recently appointed a committeeman for the fair by Governor Krashel of Iowa.

### Elrod Boston Speaker

Milton Elrod, Jr., R. & R. Service, will discuss "Recent Developments in Estate Protection Service" at the meeting of the Boston Life Insurance & Trust Council April 12.

### Gain Reported First Quarter

Starting from scratch nine years ago, Raymond J. Wiese, general agent in Chicago for the State Mutual Life, has advanced his agency to a position of prominence. Mr. Wiese reports that paid business for the first three months is

# FACTS

## AGE—SIZE

Chartered in 1905, the Midland Mutual is older than any one of 80% of all United States Life companies and has more assets than any one of 86%.

## SERVICE

Free health examinations for policy owners.  
Every policy owner participates in earnings.  
All modern forms of life and annuities available.

## MORTALITY

The Midland Mutual has always experienced an unusually low mortality, averaging 40.6% of the expected over the past thirty-two years. Since policyholders' dividends are largely derived from mortality savings, because of the present low interest earnings, this is a very important item.

## DIVIDENDS

Dividends are paid at the end of the 1st year, on annual premiums, and during disability and on paid-up policy additions.

## COMPARATIVE FIGURES, 1937

Of the more than 350 legal reserve United States life insurance companies, those having \$100,000,000 or more of ordinary insurance in force are 72 in number. These 72 companies, of which the Midland Mutual is one, hold over 95 per cent of all the legal reserve life insurance in force in United States companies. Note the following comparisons:

	Average 72 Companies	Midland Mutual
Surplus per \$1,000 insurance in force, Dec. 31, 1937	\$15.69	\$20.61
Percentage of income over disbursements, 1937	28.67%	33.28%
Actual to expected mortality, 1937	53.78%	44.30%
Net interest earnings, 1937	3.62%	3.99%

## GROWTH

End of Year	Admitted Assets	Policyholders Surplus	Life Insurance In Force
1907	\$ 187,372	\$ 173,492	\$ 1,546,950
1917	2,739,817	383,929	24,398,839
1927	14,678,395	966,305	93,721,490
1937	27,407,728	2,300,099	111,621,628

Write the Agency Department for "A Story of Progress"

**THE MIDLAND MUTUAL LIFE  
INSURANCE COMPANY**  
COLUMBUS, OHIO

**92 YEARS of**  
**DEPENDABLE PERFORMANCE**

## \$105,000 AWAIT "LOST" POLICYHOLDERS

Connecticut Mutual's first search for "lost" policyholders was conducted in 1911 and as a result of that search and many subsequent ones, over \$330,000 has been paid to persons who, in most instances, were unaware that any money was due them.

A current list of "lost" policyholders in The Connecticut Mutual has just been published and contains the names of 181 persons whom the Company is looking for. Insurance on their lives amounts to \$93,000 and dividends to \$12,000.

The leaflet containing the names of "lost" policyholders will be sent to anyone upon request.



**CONNECTICUT MUTUAL**  
**LIFE INSURANCE COMPANY • HARTFORD**

## Outsmarting Uncle Sam Is Futile—Simon, Maduro

NEW YORK—Tax-saving insurance schemes, no matter how ingenious, are doomed to frustration if they violate the fundamental intent of congress or state legislatures in enacting the taxes in question. This point was stressed by both speakers at the New York City Life Underwriters Association lecture on taxation: D. B. Maduro, insurance attorney and estate expert, and Leon Gilbert Simon, associate general agent Equitable Society, both of New York City.

Mr. Simon pointed out that the federal board of tax appeals and the courts have repeatedly held that even though some particular scheme were not definitely covered by the law the "legislative intent" against such plans was enough to make them illegal. He said it is unfortunate that so much time is spent in trying to go counter to the basic philosophy of the tax law, particularly in attempting to deduct premiums for income tax purposes.

### Let Well Enough Alone

When he runs up against a prospect who is convinced that some way might be found to deduct life insurance premiums from his income for tax purposes Mr. Simon says something along the following lines:

"Isn't it better to pay an income tax on a relatively small premium rather than on the policy when it matures? The government has given you the best break. Let's leave it that way."

Mr. Simon warned agents against talking about "guaranteeing" the payment of estate taxes through life insurance. There is, he said, no way that any guarantee can be given, though the agent can safely say, "We can guarantee that when the tax is due the funds will be in hand to pay the tax." He intimated that agents might be breeding future trouble by talking about guaranteeing the payment of the tax.

### Three Hypothetical Cases

Endorsing fully the propriety of an insured taking advantage of all the breaks that the tax laws allow him, Mr. Simon took three hypothetical cases involving a general estate of \$200,000. If there were no insurance at all the federal estate tax would be \$19,500. If there were in addition \$100,000 of life insurance payable to the estate there would be a total estate tax of \$38,500, the extra \$20,000 being due to the tax on the insurance. By making the insurance in excess of \$40,000 payable to a named beneficiary, only \$60,000 is taxable bringing the total taxes to \$30,500. However, if all incidents of ownership were given up there would be only \$19,500 of federal estate tax.

Mr. Simon pointed out that the \$19,500 is not a measure of the damage done to the general estate if it is necessary to liquidate securities in a bad market. Raising the \$19,500 may mean an actual loss to the estate of twice this amount. The use of insurance to prevent such forced liquidation losses he termed using "external money." He also recommended the use of the term "privileged property," a good approach being to ask a man, "how much of your property is privileged property?" This cryptic question naturally prompts the prospect to ask what privileged property is and this opens the way for a discussion of the tax exemption features of life insurance.

### Maduro Lists Uses

Mr. Maduro, enumerating various uses of life insurance for tax purposes, stressed the need of recommending to a client that his will specifically provide that where settlement options have been set up for beneficiaries under the life contracts the money to pay estate taxes will come from the general estate. Failure to do this usually means that the

executor, not being specifically directed, uses the insurance money, since it is liquid and readily available, even though doing so disrupts the contemplated settlement option program. This danger is particularly acute where the beneficiaries under the settlement options are not exactly the same persons as the heirs and legatees of the general estate.

Mr. Maduro conceded that the insured might not want to put such a provision into his will but nevertheless the situation should be brought to his attention.

A point sometimes overlooked, Mr. Maduro said, is that in addition to estate and inheritance taxes the estate of a person who has died is liable for approximately one year's income taxes no matter what time in the year he dies. For example, if a man should die in January or February before he presumably would have paid his income tax, the estate would of course be liable for the full amount of the income tax for the previous year. However, even if he were to die in June, there would still be approximately a year's income taxes since the man would very likely be paying his tax in quarterly installments and there would be in addition a liability for the unpaid tax from the beginning of the year in which he died until the date of his death.

### Names Watters at New Orleans

John S. Watters has been appointed general agent of the Occidental Life of Los Angeles at New Orleans. He has been with the Travelers. He is a native of New Orleans and is a graduate of the U. S. naval academy.

### New Interest Rate Bill Signed

ALBANY—Governor Lehman has approved the Piper bill, amending the insurance law fixing the rate of interest on life policy loans at not exceeding 4.8 percent. It will affect policies delivered in this state more than three months after the act takes effect Oct. 1, 1938.

### Out in the Field



REX MAGEE

Rex Magee, who has been publicity and advertising manager of the Lamar Life of Jackson, Miss., doing promotional and literary work in connection with his position, has now gone to Lafayette, La., as field supervisor in southwestern Louisiana for the company. He is well known in the life advertising field.



## VIEWED FROM NEW YORK

By R. B. MITCHELL

### Church Pension Fund Post

#### Dr. E. F. Russell Made Medical Director in Addition to Mutual Life Work

Dr. E. F. Russell, medical director of the Mutual Life of New York, has been appointed medical director of the Church Pension Fund. Dr. Russell has been



DR. E. F. RUSSELL

closely identified with the insurance business for a number of years. He was president of the Medical Directors Association in 1935-36.

When the Church Pension Fund was established in March, 1917, C. A. Peabody, then president of the Mutual Life and also a trustee of the Church Pension Fund, made the medical facilities of the former organization available to the fund. Dr. Russell succeeds Dr. F. S. Weiss, former medical director of the Mutual Life and the Church Pension Fund, who has recently retired from active duty on account of ill health.

### Myrick's March Figures

March paid for business of the J. S. Myrick agency of the Mutual Life in New York City was \$1,522,544 as compared with \$2,566,985 for the same month last year. Business for the year to date amounted to \$5,238,615 as compared with \$7,510,874 for the same period in 1937.

### Brooklyn Supervisors to Meet

A. J. Lynch, assistant manager Quinn agency Prudential, Brooklyn, will talk on "Training Full-Time Agents," and Herman E. Reinis, supervisor Warshawer agency Guardian Life of New York, Brooklyn, will talk on "Training the Broker," at the monthly meeting of the Brooklyn Life Supervisors Association, April 12, Hotel Bossert, Brooklyn.

### Knight Agency Figures

The Charles B. Knight agency of the Union Central Life, New York City, paid for \$1,409,069 in March as compared with \$1,745,951 for March, 1937.

### Levine in New Post

Henry Levine, for 12 years with the Equitable Society in New York City and for the last seven years assistant agency manager of the Samuel Karsch agency, New York City, has resigned to become manager of the full-time department of the M. J. Hancel agency of the Continental American Life of New York City. With the Equitable Mr. Levine consistently qualified for produc-

tion club membership and the unit of which he had charge was consistently among the company's leading units. In addition he had a fine record of personal production. Mr. Levine is an alumnus of City College, New York City, St. Lawrence University, and Brooklyn law school.

### Hancel Agency Dinner

Max J. Hancel, general agent Continental American Life, New York City, was host to his agency at a get-together dinner which marked the beginning of a contest for April. Those who qualify will go on a trip to Virginia Beach. H. L. Balkin, radio commentator and sales engineer, discussed the attributes necessary to success in life insurance selling. Mr. Balkin said that in addition to the four cardinal necessities—health, honesty, intelligence, and industry—which are necessary to any type of success, the life insurance salesman should have a number of other specific qualities.

While conceding that no one man would have all these attributes, he listed

them as follows: Language power, sociability, farsightedness, since he is more of a business builder than a business getter; practical interest in facts, good memory for names and faces, constructive imagination, since he is selling intangibles; financial acumen, since he is dealing with financial matters; an endowment of hope and optimism; quickness in thinking coupled with deliberate and controlled action; persistency, and most important of all, the intuitive or acquired ability to judge human nature, understand people, and analyze character.

Mr. Balkin gave as a three-point rule: Know yourself, know your work, know your client.

### Will Assist the Metropolitan

The New York State Housing Board has granted leave of absence to George Gove, its executive secretary for the past 11 years, to make his services available to the Metropolitan Life in developing its housing program under a recently enacted insurance law amendment permitting life companies to invest in housing projects for families of medium and low incomes. Superintendent Pnk of the New York department is chairman of the state housing board.

Mr. Gove has had wide experience in

planning, organizing and administering large-scale, low-cost housing projects. During the war he organized the Bridgeport Housing Corporation for extensive limited-dividend housing operations and was later consultant for the United States Housing Corporation.

### Fraser Agency Shows Gain

The J. M. Fraser agency of the Connecticut Mutual Life in New York City paid for \$60,000 in March. The agency has shown a gain for every month of 1938.

### Supervisors' Meeting

The New York City Life Supervisors Association will hold its regular luncheon meeting April 12 at the Hotel Governor Clinton. H. H. Wilson, general agent Equitable Society, will speak on current problems and legislation affecting the life insurance business.

### Kleinfeld Bill Approved

Governor Lehman of New York has approved the Kleinfeld bill permitting a person for whom an assignable annuity is directed to be purchased to take the cash value from the estate.

# Telling Points

## - TERSELY TOLD

**TELLING POINTS**  
- tersely told

**How NWNL's Asset Dollar Is Diversified**

**EIGHT SIGNIFICANT YEARS**  
Relative Ratios of Growth

**IT COULDN'T HAPPEN**  
But If It Did—

It is, of course, inconceivable that all the policyholders of a life insurance company should, at one time, demand their maximum surrender values—guaranteed cash or loan values, dividends and policy proceeds left with the company, premiums paid in advance, etc.

If, however, NWNL had faced this impossible contingency at any time during the depression, the Company's bonds, sold at market prices, and cash on hand, alone would have been more than sufficient to have paid every such demand in full, leaving many millions in other sound assets untouched.

On December 31, 1937 the market value of NWNL's bonds and its cash on hand exceeded such demands by more than 25 per cent.

**"TELLING POINTS"**  
is a booklet of facts about NWNL highlighting various phases of the Company's record in simple, visual style. The 1938 edition of "Telling Points," from which the pages here reproduced were taken, is now in the hands of NWNL fieldmen, who annually find it one of their most effective selling tools.

## NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY

O. J. ARNOLD, President

**STRONG**
**Minneapolis, Minnesota**
**LIBERAL**

## Aetna Life Hobby Show Reveals Unique Collection

**Officials and Employees Had on Exhibition Many Interesting and Peculiar Features**

HARTFORD—Over 8,000 people attended the hobby show given last week by employees and executives of the Aetna Life. About 125 Aetna Life people, from the president to the elevator boy, presented their avocations.

The wide variation of subjects was remarkable. Collections of match covers lay next to President Brainard's rare collection of old tavern signs. Dolls and miniatures were displayed close to dinosaur footprints. Fossils and cigar bands were neighbors.

### Elephant Hairs Exhibited

C. E. Davis presented the only known collection of elephant hairs, recounting an interesting history with each. He has appeared several times in reference to this hobby over national radio networks.

The Aetna Girls Camera Club and several individual photographers displayed an excellent collection of pic-

tures. Vice-president C. G. Hallowell, C. F. Gubitz and Jean C. Price showed oil paintings, while H. F. Grady and Fred A. Thurber did some fascinating work in pastel drawings. Elva Costello and J. L. Keene displayed crayon and charcoal drawings, Harry Hicks, water colors, and Patrician Heidacher, several very amusing cartoons. There were a number of etchings.

## Cravens Named Educational Director in Home Office

Charles F. Cravens, C.L.U., has joined the home office staff of the Continental Assurance, Chicago, as educational director, effective May 1. He was Louisville general agent Union Central Life until his recent resignation. Last year his office paid for over \$1,000,000 new business. His personal production also was substantial.

Although Mr. Craven has devoted himself to field activities, he is a life insurance authority and teacher of note. He passed the C.L.U. examination in 1930, first Kentuckian to achieve this distinction. Since then, he has conducted six C.L.U. classes in Louisville where, under his tutelage, several other men have joined C.L.U. ranks.

Last summer, in cooperation with the

University of Louisville, he organized a regular four-year C.L.U. course in the school's division of adult education. When the plan went into operation, Mr. Cravens taught a course in fundamentals.

Leaving his father's agency, he became manager of the Equitable of Iowa's Memphis office, but was obliged to return to Louisville to take charge of the office because of his father's ill health. Later he became Kentucky state manager Equitable of Iowa. Under his guidance, production in the state reached an all-time peak. He joined the Union Central in 1936. Mr. Cravens is 33 years of age.

## Insurance Club Hears Wood

Donald M. Wood of Childs & Wood was the principal speaker at a recent meeting of the Insurance Club of Chicago. He discussed the comparative financial responsibility of casualty companies as revealed by an analysis of their balance sheets. The meeting, presided over by President W. F. Kuffel, Phoenix of Hartford, was well attended. Mr. Kuffel has announced that more than 75 persons made application for membership since the previous meeting a month ago. Effort is being made to interest those in life offices to enroll. Arrangement for a well organized public-

ity staff have been completed through the appointment of a special committee. The club is seeking to obtain the Insurance Brokers Association of Illinois Glee Club as an added attraction at its coming meeting.

## Says Companies Need Not Fear Savings Bank Plan

(CONTINUED FROM PAGE 1)

ticularly designed." He was a constant attendant at the revision code hearings and actively participated in the discussions from time to time. He represented the department in reviewing fire and casualty problems, his latest interest being in connection with the automobile safe driver reward plan.

### Governor Lehman's Statement

In approving the bill Governor Lehman said:

"I am very glad to sign this bill. I am certain it will be of very great benefit to the wage earner and people of moderate means. It will permit them to secure a limited amount of insurance at substantially lower cost than is now the case.

"Fear has been expressed that the adoption of the savings bank insurance law will put the state in active competition with the private life insurance companies under the supervision of the insurance department. It is not the intent of those who sponsored the act to interfere with private insurance nor to make the state a general competitor on preferred terms. Several changes from the Massachusetts act have been made to make this clear. We have provided for equal taxation and the money expended by the state in providing regulation and actuarial services is to be repaid. I favor this law because I believe it to be a great social experiment which should be helpful to the lower income groups who now have to depend solely on industrial insurance."

## NEWS OF WEEK

Group waiver of premium plan appears final solution to annoying problem. Page 1

Railroads' condition so serious that life carriers are fortunate in holding mainly senior liens. Page 1

Statement of Superintendent Plank of New York as to province of savings banks life insurance seen as reassurance to private insurance interests; Deputy Taylor heads new division. Page 1

Interest in the setup of the insurance directors of the United States Chamber of Commerce. Page 1

Arguments are heard by the United States Supreme Court in an action brought by the Union Central Life involving an important phase of the Frazier-Lemke act. Page 1

President James A. Fulton of the Home Life speaks of the future of American life insurance. Page 1

Smart schemes to beat taxes a waste of time, experts say. Page 3

Financial facts given on companies shown in Little Gem Life Chart. Page 3

Commissioner Blackall of Connecticut and Superintendent Plank of New York confer on convention examination system and other subjects. Page 3

Aetna Life hobby show brought out a number of employees and executives presenting collections of what they make on the side. Page 10

National Negro Insurance Association is endeavoring to exempt life companies from payment of unemployment compensation tax on agents. Page 3

Minneapolis junior high school students as part of the regular curriculum will visit Northwestern National Life head office. Page 3

Union Central's analysis of its business for the first quarter contains interesting facts. Page 3

# THE MINNESOTA MUTUAL

scores again—during 1937 the ratio of actual to expected mortality was 49%

### WE OFFER:

1. A liberal agency contract.
2. A plan for financing your agency.
3. Accounting methods to guide you.
4. Proven plans for finding—training agents.
5. A liberal financing plan for your agents.
6. A unique supervisory system.
7. Organized Selling Plan.
8. Unusually effective selling equipment.
9. Policies for every purpose: Regular—Juvenile—Women—Group—Payroll—Savings, etc.
10. Low Monthly Premiums.

A \$212,000,000.00 Mutual Company, 58 years old with an understanding cooperative Home Office.

**THE MINNESOTA MUTUAL  
LIFE INSURANCE COMPANY**

Saint Paul, Minnesota





## Pan-American Record Broken



Left to right: E. Dudley Colhoun, Roanoke manager; C. J. Messman, assistant manager U. S. Agencies; E. G. Simmons, vice-president and general manager; Crawford H. Ellis, president.

NEW ORLEANS—Completing in a period of 19 days 112 regular applications on individual lives totaling \$152,000, with first year premiums averaging better than \$31 a thousand, during the Pan-American Life's annual president's month campaign, is the company record established by E. Dudley Colhoun, manager at Roanoke, Va., who then paid a surprise visit to the home office in New Orleans to present personally the business to President Crawford H. Ellis on the occasion of the celebration of the Pan-American's 26th anniversary.

In making the presentation to President Ellis and congratulating him on

the company's 26th birthday, Mr. Colhoun stated that his accomplishment was the result of a secretly harbored ambition, during his 14 years of life insurance of which eight years have been with the Pan-American, to write, at least once in his career, not less than 100 applications in a month.

In accepting the applications written in his behalf President Ellis thanked him warmly, officially informed him that he had established a company record for regular applications written and completed in 19 days, and commented on Mr. Colhoun's unusual ability as a life salesman and manager and his never failing loyalty to the Pan-American.

Immediately following the presentation ceremony, which took place in President Ellis' office, an informal reception was held in honor of Mr. Colhoun in the board room, and was attended by all company officials.

## Railroads Face Speedy Insolvency at Present Rate

(CONTINUED FROM PAGE 1)

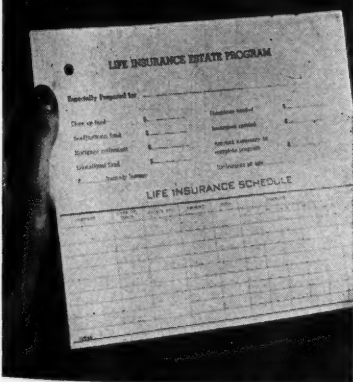
which will permit them to earn the 5 3/4 percent investment on their property investment specified in the transportation act of 1930 and which the railroad has never earned since that time even in their most prosperous years. Though the government denies any wish to nationalize the railroads, many railroad men feel that its actions and policies are directly at variance with its statements.

### One-third in Reorganization

About one-third, by number of roads or by track mileage, of the Class I railroads are now in bankruptcy or reorganization. Class I roads are those having \$1,000,000 or more roads revenue per year and include about 95 percent of the total United States railroad revenues, in fact practically everything except switching roads and a few short lines have a relatively small amount of trackage. At the close of 1937 life companies held \$3,134,000,000 of railroad bonds and stocks or 12.9 percent of the \$23,905,751,000 total admitted assets of the 49 United States companies on which the Life Presidents Association bases its figures, these companies comprising 92 percent of the total assets of all United States companies.

### S. B. Oakes Honor Guest

Stanley B. Oakes of St. Louis, leading personal producer in March for the New England Mutual Life, will be the guest of honor at a banquet there Saturday.



## For You—

General Mutual's new "Life Insurance Schedule and Estate Program" is a powerful help in selling.

### For Prospects

This same form is a welcome foundation for a planned life insurance program.

Better get the facts . . .

**write- THE GENERAL MUTUAL**  
LIFE INSURANCE CO.  
VAN WERT, OHIO  
C. M. PURMORT, President



# A True Experience

## MEMORANDUM

To J. C. Higdon, Home Office Subject Selling All 3

Last week I called on a laboratory technician. I was showing him our sales-maker and explaining our exclusive "All-Ways" plan when my interview was suddenly interrupted by a ring of a "call" bell. I was folding up with the promise of a later appointment when another fellow in the laboratory said, "Say, I overheard what you had to say about that policy and what it will do-- I am interested--tell me a few things".

When I walked out of that laboratory I had an application for \$2,000 All-Ways, \$100.00 monthly indemnity plan and check for initial quarterly premium. Even though it was after six, I felt like tackling another prospect. By seven o'clock I had another signed application for \$100.00 a month accident and health policy on an annual basis.

My prospects for 1938 are very bright, in fact, they've been getting better and better each year--for the complete service we have to offer makes it possible for me to write an increasing amount of quality business.

*J. C. Higdon*

# YES—BMA SALESMEN FIND IT EASIER TO SELL COMPLETE PROTECTION

The above letter is typical of the experience of hundreds of B. M. A. salesmen who each month are writing an ever-increasing volume of business. No doubt, a great portion of their success can be based on the fact that B. M. A. offers personal protection against all forms of income loss — COMPLETE PROTECTION — which includes Accident, Health & Life Insurance.

ACCIDENT & HEALTH WEEK — APRIL 25-30

## BUSINESS MEN'S ASSURANCE CO.

W. T. Grant, President

J. C. Higdon, Vice-Pres., in charge of Sales.

Kansas City, Missouri

## EDITORIAL COMMENT

### Getting the Right Material at the Start

A successful organization never fails to have plenty of new blood entering its veins. It sees the necessity of having carefully trained young men starting up the line, gradually developing and gaining experience. One of the highest duties of those responsible for an organization should be the employment of those who are expected to rise to key positions. It can be said that in most offices the heads leave the employment to the office manager, division chief, personnel superintendent or employment head.

In offices that are singularly successful the employment of those that are expected to give a good account of themselves is taken in charge by one of the higher executives. This cannot be done in very large offices where hundreds of people are employed. However, in a medium-sized office one of the more prominent executives can take time to "give the once over" where a position is being filled that is looked upon largely as a training point. Indeed in some enterprises the employment of

office boy is regarded as a major duty. While these boys may lack in education, the hope is that they will have the stuff in them so that they can be promoted and eventually become important factors in the work.

Where a management neglects this very important duty of engaging the right type of men and allows an organization to drift without injecting into it new talent it soon begins to retrograde. Successful offices are not caught napping and have a man to take every important position in case of vacancy.

Not long ago a company office management in going over its minor clerks came to the conclusion that the office manager was employing young men without regard to any promise that they gave or ability they possessed as to growth and development. It was decided to have this work taken over by men higher up as they believed that the function was so important they could give sufficient time to securing timber that had the element of promise in it for the future.

### Insurance Commissioners to Study Attacks

GEORGE A. BOWLES, insurance commissioner of Virginia and president NATIONAL ASSOCIATION OF INSURANCE COMMISSIONERS, has taken a forward step in the appointment of a committee to investigate attacks on life companies and has denominated the committee as "insurance publication committee." We have had during the last few years a series of attacks, insinuations and criticism of life insurance chiefly by those who are publicizing themselves for revenue only. They have little or no interest in policyholders. They either seek to sell books or pamphlets or twist policies.

It is well that an impartial public committee look into this subject and ascertain what step can be taken to penalize those who misrepresent and attempt to deceive. President BOWLES asks the committee to

probe into the activities of so-called "insurance experts" and advisory experts, "counselors" and all of like kidney. Life insurance is not afraid of constructive, impartial and justifiable criticism. It does resent the effort of men with ulterior motives attacking the business in public and doing so in a way that the people get the impression that there is something wrong. They resort to sophistry, misleading statistics and statements. The public is always harmed and so far as we have been able to learn no one is benefited by their activities.

The composition of the new committee is such as to inspire confidence. Superintendent BOWEN of Ohio is chairman, the other commissioners being EARLE of Oregon, BLACKALL of Connecticut, HARRISON of Georgia and HUNT of Pennsylvania.

### Need for Departments of Public Relations

THAT the institution of insurance failed to maintain pace with other important businesses in keeping the general public intelligently informed as to the character and extent of the many valuable services performed by companies and their agents, has long been recognized. That two of the major organization bodies likewise appreciate the fact is attested through the recent action of the NATIONAL BOARD OF FIRE UNDERWRITERS and by the ASSOCIATION

OF CASUALTY & SURETY EXECUTIVES, each employing a public relations expert, who may be counted upon to carry a message to property-owners that will compel respectful attention.

The need for a similar bureau as affecting the life business is well understood by the agents throughout the country, whose appeal to the legal reserve companies for the establishment of such an office in order to counteract the effect of the propaganda

against the institution of life insurance is a recent happening in life circles.

The federal government maintains what is conceded to be one of the most efficient public relations bureaus in the world, certainly far and beyond anything ever known in this country. A number of states, too, have public relations divisions, and are generous in their support. In the propaganda streaming forth in endless volume

from many sources, insurance as an institution has been subjected to a barrage of criticism, more or less severe from time to time, and the need for intelligent reply is obvious if the business is to survive. That insurance men in virtually every important division of the business have at last awakened to the necessities of the situation, and are prepared to deal with them, is decidedly heartening.

## PERSONAL SIDE OF BUSINESS

A quarter of a century with the same company, in the same capacity, in the same city, in the same building and office. That the unique record of A. F. Smith, who has been Bankers Life of Iowa agency manager in San Francisco, with offices in the Pacific building, since April 1, 1913.

Dr. H. W. Dingman, vice-president and medical director of the Continental Assurance and Continental Casualty, spent last week in San Francisco, arriving there from the Pacific northwest. He will visit southern California before returning to Chicago.

D. J. Crittenberger, auditor and insurance commissioner of Indiana from 1914-16, died at his home in Anderson. He was 82 years old and still active as editor of the "Anderson Daily Bulletin."

S. A. Melcher, business office supervisor of the Travelers, accompanied by G. A. Buzard, Texas state cashier, has completed a tour of Texas agencies.

Irven M. Barker of the Morton & Morton general agency in St. Louis was the leading producer of the Connecticut Mutual Life in paid for life business in February.

E. B. Ranshousen, group superintendent of the West Coast Life, is to be honored by the field organization of the company in April in honor of his completion of 15 years' service. J. P. Robinson, superintendent of agencies, is responsible for the campaign in Mr. Ranshousen's honor and was joined in his idea by Gordon Thomson, vice-president; Otto Langpaap, superintendent, and J. W. Stewart, superintendent. During his 15 years with the company, Mr. Ranshousen has been instrumental in building its group and wholesale business to more than \$10,721,390 in force.

The Syracuse agency of the Equitable Life of New York will conduct its third annual anniversary tribute honoring H. C. Nolting, manager of the Equitable there. The special effort runs from March 28 to April 30.

Advertisements of the Travelers were given two awards in the Annual Art Directors Club exhibition now being held in Rockefeller Center in New York. One, showing South Sea Islanders navigating without compass or sextant, was given the first award for the best color illustration used in mass magazines during the past year; and another, showing three witch doctors of Madagascar, was given the first award for the best color illustration in class magazines. The former appeared in the "Saturday Evening

Post" and "National Geographic Magazine" and the latter in the "National Geographic" and "Collier's Weekly." Last year in the same exhibition the Travelers received first award for the best color illustration in a mass magazine.

Credit Lawrence Morrison of the Life Insurance Sales Research Bureau with the best remark at the recent meeting of the members held in Hartford. After delivering his very exhaustive paper on the amount a company can spend for new business and touching briefly upon company investments, he was asked from the floor where he thought a company could make the investments he had mentioned—where money could be invested today at 4 percent. Mr. Morrison bounded to his feet and addressed his interrogator: "Have you ever heard of the romance in business? Well, that's it."

J. P. Carroll, superintendent of agencies Lincoln National Life, spent a short time in Chicago visiting company agencies. From there he went to Aurora, Ill., to visit General Agent Thomas McGowan.

J. E. Conklin, president of the Hutchinson (Kan.) Life Underwriters Association and district agent of the Equitable Society, is a candidate for district governor of Rotary. Mr. Conklin is president of the Hutchinson club and was a delegate to the international convention at Nice, France, last June.

A \$25,000 policy written on March 31 placed C. P. Carroll, veteran Kansas City Life agent and company vice-president, in the production lead for the month with \$91,800 written and \$75,000 issued. Mr. Carroll has been with the company over 32 years. March has always been celebrated for the birthday anniversary of his friend, the late President J. B. Reynolds, and Mr. Carroll has always taken pride in producing a large volume for the period. Frequently he has led the sales forces of the company that month.

Pacific Mutual agents in Kansas and their wives held a dinner meeting in Wichita in compliment to Lem C. Swinney, general agent there for 11 years, who left April 1 to become general agent at Dallas, Tex., and to meet and welcome his successor, W. E. Moore, transferred from Sioux City, Ia., where he had been general agent for eight years. Oscar Nelson of Newton, assistant general agent, was toastmaster and Don A. Kirchner, Topeka, district manager, was the speaker. Mr. Swinney was the first president of the Kansas Life Underwriters Association, organized four years

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SAN FRANCISCO OFFICE—507-S-9 Flatiron Bldg., Tel. EXbrook 3054. F. W. Bland, Res. Mgr.; Miss A. V. Bowyer, Pacific Coast Editor.

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ago, holding the office two years, was first president of the Kansas Commonwealth Club, which sponsored the celebration of the 75th anniversary of Kansas last year, and prominent in other civic activities.

**T. J. Lainhart**, well known New England Mutual Life agent at Endicott, N. Y., has always been accustomed to seek out people to whom he might talk about life insurance. Now he is mayor of Endicott, which is exceptionally hard hit by unemployment, and he fears before long he may suffer auricular paralysis, finding the day too short to accommodate those who want him to listen.

**A. C. Eastlack**, actuary Wisconsin National Life, discussed the work of the actuary before the Oshkosh, Wis., Rotary Club.

Thirty-five years of service with the Pacific Mutual Life won for **L. G. Campbell** of Oakland, Cal., the honor of an executive luncheon at the home office. He was presented a 35-year diamond studded service pin by President A. N. Kemp, and an honorary membership in the Big Tree Club by Vice-president D. C. MacEwen.

Mr. Campbell joined the Pacific Mutual in Los Angeles in 1903 and was later transferred to the Oakland agency. He won membership in the Big Tree Club 22 years and ranks as one of the company's leading producers.

**E. H. Mulock**, president, and **F. P. Carr** and **W. F. Poorman**, vice-presidents of the Central Life of Iowa, went to Dubuque to honor **D. D. Duckett**, district agent and field supervisor there. Mr. Duckett has been with the company 18 years and has written \$2,500,000 in life insurance.

**E. W. Wade**, San Antonio, Tex., field supervisor Pan-American Life, was bereaved by the death of his father, **W. G. Wade** of Gonzales, Tex.

The Prudential honored **Henry B. Ramsey**, Nebraska ordinary manager, at a luncheon in Omaha on his 25th anniversary with the company. He was presented with a diamond studded locket, emblematic of his 25 years service. The presentation was made by **Sayre MacLeod**, supervisor from the home office.

**Col. H. P. Dunham**, vice-president American Surety and former Connecticut insurance commissioner, and Mrs. Dunham gave a dinner party at their home, One Fifth avenue, New York City, Monday night. There were a large number of insurance officials, organization men and others. Insurance Superintendent Pink, President D. J. Kerr of the Lehigh Valley railroad, U. S. Senator G. L. Radcliffe of Maryland, former United States Senator Felix Hebert of Rhode Island, Connecticut Comptroller C. C. Swartz, Supreme Court Justice Albert Conway of New York City, Insurance Commissioner Blackall of Connecticut, Commissioner Hunt of Pennsylvania, J. J. Hoey of New York City, Internal Revenue collector; former U. S. Senator J. S. Frelinghuysen of New Jersey, Evan Gray of Toronto, former insurance superintendent of Ontario; Deputy Insurance Commissioner Gough of New Jersey were among those present.

There was a brilliant array of insurance people from all classes of the business. Mr. and Mrs. Dunham's annual dinners have become a feature and a conspicuous array of insurance and professional talent is always assured.

**A. C. Larson**, Wisconsin manager for the Central Life of Iowa has just returned to Madison from a lengthy sojourn in Mexico.

**R. L. Hesse**, general agent Lincoln National Life at Madison, Wis., is celebrating his fifth anniversary with the company with a birthday party to which he has invited all agents and their wives.

**J. P. Carroll**, superintendent of agencies, will attend from the home office. Mr. Hesse is a past president of the Madison Life Underwriters Association and vice-president of the Wisconsin state association.

**J. W. de Forrest**, general agent Aetna Life, Buffalo, was pleasantly greeted on return from his honeymoon by a shower of 90 applications from his agency force. These were produced in 19 days. Mr. de Forrest was married to Miss Priscilla Mounsey of Toronto. He formerly traveled for the Aetna Life.

### New York Bills Signed

ALBANY—Governor Lehman has approved the bill forbidding the writing of industrial insurance on the endowment plan after Jan. 1, 1939, and the bill permitting the superintendent to require information from partnership, association or corporation seeking broker's license to determine whether such organization is formed to avoid provisions of the rebating law.

He has vetoed the bill requiring any person, firm or corporation desiring to use the descriptive title "insurance adviser," "insurance counsellor," "insurance analyst" or similar titles to obtain a license as an insurance broker or agent.

### Victory Life of Topeka to Reduce Bank Savings Lien

The Victory Life of Topeka has decided to reduce the lien on Bank Savings Life policies which it took over, by 25 percent. The Bank Savings Life was put in the hands of a receiver Oct. 9, 1935, and it was taken over by the Victory Life, Feb. 25, 1936, with a 25 percent lien bearing interest at 3½ percent. Therefore, the lien will be reduced 25 per cent. The Bank Savings Life fund as of Dec. 31, showed assets \$4,837,618, reserves \$4,007,319, contingency special fund \$200,000, net surplus \$167,832, insurance in force \$16,072,932.

### Payment of Agricultural Life Salaries Authorized

LANSING, MICH.—Officers and other employees of the Agricultural Life, with the exception of Bruce Brady, president, will be paid their regular salaries under the custodianship ordered

last week. L. R. Mangold, the department examiner named as active custodian, is permitted under an order signed by Judge Carr of Ingham county circuit court to retain the employees and officers and pay them their usual compensation. The list is headed by S. D. Tilney, executive vice-president, at a salary of \$500 monthly and includes six other officers and 25 employees. Brady, the president, is under a federal court indictment at Cleveland, charged with using the mails to defraud.

Court approval was also given to payment to the RFC of all sums collected by the Agricultural Life as agent on RFC mortgages insured by the Federal Housing Administration.

### Union Reserve Life Collapses

A court order has been signed directing the Arizona corporation commission to take over the Union Reserve Life of Phoenix, Ariz., to dispose of the life insurance business and liquidate the company. The insurance department states that the entire capital stock will likely be wiped out. The reserves may amount

## Modern Tools—For Modern Times

Fidelity has just released to its field a complete new sales kit by which a well directed selling plan is inaugurated. "Programmed Estates" offers its underwriters a new selling technique which combines the best ideas in package selling with the best ideas in program selling. For the development of this technique it provides all the necessary tools to make the effort resultful.

Although the "Programmed Estates" plan is primarily devised for experienced underwriters, the working units are so arranged that newer men also find effective use for them in package selling. This kit is the newest of the "modern tools for modern times" offered by the Fidelity.

The company is celebrating, in 1938, the sixtieth anniversary of its founding. Large enough to be impressive with prospects in any walk of life, it is nevertheless not so large as to have lost its common touch with its sales organization. Old enough to have accumulated wisdom and experience in management, it is not so old as to be burdened with inflexible traditions.

The Fidelity has more than 100 thousand policyholders—more than 362 millions of insurance in force—more than 117 millions of assets.



One of a series—Giving facts about the Fidelity.

The FIDELITY MUTUAL LIFE  
INSURANCE COMPANY  
PHILADELPHIA

WALTER LEMAR TALBOT, President

to between \$160,000 and \$170,000 with mortgages and bonds totaling about \$135,000, agents balances \$20,000, first premium notes \$40,000. The insurance has been taken over by the Fidelity Life of Phoenix with 100 percent lien against the reserves. The assets will be sold and paid on a pro rata basis to policyholders. The Union Reserve Life was formed in 1933 as a result of the merger of the First National Life of Phoenix, which was organized in 1928 and a new company which was being formed in the state. At the end of 1936, it had insurance in force of nearly \$5,000,000. Its assets at that time were \$233,912.

#### Court Orders Transfer

LINCOLN, NEB.—No appeal having been taken to the supreme court from the acceptance by the district court of the bid of the Lincoln Liberty Life for the assets of the Cosmopolitan Old Line Life, the court has now ordered Insurance Director Smrha to turn them over to the successful bidder.

The Cosmopolitan has been in the custody of the department since December, 1936, but liquidation was not ordered until in January. The Lincoln Liberty acquires \$3,000,000 in assets, and has assumed all liabilities under Cosmopolitan contracts.

#### Kinney Is Agency Secretary

BINGHAMTON, N. Y.—Asa F. Kinney has been appointed agency secretary of the Security Mutual Life. He was born in South Hadley, Mass., and is a graduate of Massachusetts State College in Amherst, Mass. Following his graduation, he joined the Massachusetts Mu-

tual Life in Springfield, Mass. After a year's training in the company, learning and studying the operation and routine of home office, he was placed in a division of the agency department. He also was a part-time agent for the Litchard & Cook agency in Springfield, while working at the home office. Since 1936, when he left the Massachusetts Mutual, he has been with the Life Insurance Sales Research Bureau in Hartford.

#### Mays' Appeal Dismissed

Ed Mays, who was president of the Continental Life of St. Louis when it was taken over by Superintendent O'Malley in May, 1935, lost his appeal to the Missouri supreme court in an effort to upset the dissolution of the company and its reinsurance by the Kansas City Life.

The high court, in dismissing the appeal, acted on a motion on behalf of Superintendent Robertson, who succeeded O'Malley.

#### Stone Returns to Home Office

Jason E. Stone, Jr., who for two years has been stationed in San Francisco, supervising the west coast business of the State Mutual, has been transferred to the home office. He formerly was with the agency department there and is returning to that work.

#### J. B. Southern's New Work

J. B. Southern, who is taking charge of the conservation department of the Protective Life, went with the company two years ago to organize the savings and loan department. He will continue to direct that department. He gradu-

ated from Furman University in 1925 and then went into the newspaper field, eventually becoming city editor of the Greenville, S. C., "News." In 1930 he founded the Greenville "Observer." He joined the home office staff of the Southeastern Life, becoming assistant secretary. With that company he was in charge of conservation and policyholders' service.

#### All States Takes Stonewall

The Stonewall Life of Vicksburg, Miss., has been taken over by the All States Life of Montgomery, Ala. Ben W. Lacy is president of the All States Life and John A. Hennessey has headed the Stonewall Life.

The Stonewall Life was organized in

1928. At the end of 1936 it had assets of \$286,475 and insurance in force \$2,666,074.

#### Report on Commonwealth Life

The Kentucky, West Virginia, Tennessee, and Florida departments have examined the Commonwealth Life of Louisville. The net surplus as of Sept. 30, 1937, was put at \$145,083. The examiners increased the non-admitted assets by \$250,998. The capital is \$1,500,000.

The Republic National Life of Dallas, Tex., has been admitted to Nebraska.

The Ohio State Life has applied for renewal of license in Oklahoma after having withdrawn from the state for about a year.

## LIFE SALES MEETINGS

### Provident Mutual Regional

Conference Scheduled at Del Monte  
April 14-16 — President Linton Heads  
Home Office Delegation

The Provident Mutual Life is holding a western regional meeting at Del Monte, Cal., April 14-16. James H. Cowles, Los Angeles, general agent, is handling arrangements. The home office will be represented by President M. Albert Linton, Vice-President Willard K. Wise, in charge of agencies; Malcolm L. Williams, assistant manager of agencies; Nelson A. White, advertising manager; C. Sumner Davis, editor of publications, and Ernest A. Farrington, agency assistant.

Commissioner Carpenter of California will speak.

The complete program is:

Thursday, April 14, 2 p. m.

Willard K. Wise, presiding  
"How Safe Is Life Insurance," Mr. Wise; "Ten-a-Month Progress," E. A. Farrington; "The Provident's Own Advertising," N. A. White.

April 14, 7 p. m.

James H. Cowles, toastmaster  
"A Word of Greeting," Commissioner Carpenter, of Calif. and "The Provident Today," President Linton. An informal reception will follow at which Mr. Linton's color films of the Canadian Rockies and the Alps will be shown.

Friday, April 15, 9 a. m.

William Peterson, presiding. "Sound Approach Methods," "Theory," R. D. Jeffrey; "Practice," E. B. Beckman, F. A. Hardy, L. E. Newell, C. E. Davis, W. G. Howe, L. E. Schuessler, C. W. Fender, O. H. Jacobson and R. A. Smith; "Summary," R. B. Porter.  
"Sound Closing Methods," "Theory," E. H. Perry; "Practice," R. S. Babcock, L. P. Hendricks; "Summary," Stan Peterson.

Luncheon Meetings, 1 p. m.

"Everyday Programming," A. L. Scharpe; "Special Approaches," A. R. Matthews; "Everyday Approaches," Worth Hillman; "Closing Methods," Howard Terry, Jr.

2:45 p. m.

George Quigley, presiding; "Direct Mail Methods," J. H. Cowles, C. J. Meyer and D. C. Bryant; "Sound Modern Sales Procedure," D. C. Bryant, Ross Whetsel, H. W. Andrews, and D. F. Clark.

Saturday, April 16

Four breakfast meetings, discussion leaders: H. W. Andrews, D. C. Bryant, D. F. Clark, and Ross Whetsel.  
Mr. Wise, presiding at regular session. "Our Product," Mr. Wise; "In Character," M. L. Williams; "Looking Ahead," President Linton.

Following the convention, Mr. Linton and Mr. Wise will go to Los Angeles where they will be from April 18-24. They will speak at the sales congress of the Life Underwriters Association of Los Angeles, April 20, and will then make a tour of southern California before returning to Philadelphia.

### Prize Winners Announced

Southwestern Life Is Holding Its Annual Club Convention at San Antonio  
April 7-9

DALLAS—For the first time the Southwestern Life has revealed the names of its prize winning agents prior to the club convention, which is being held April 7-9 at San Antonio. More than 500 are reported attending, including agents and their wives; 284 agents have qualified.

W. A. Carroll of Lubbock won the presidency, which goes to the agent who leads in volume and who has not previously held the honor. He was third on the production list, but the two ahead of him had previously been president. L. T. Cocanougher of Kilgore for the third consecutive year won the vice-presidency as the leader in "apps," with 236.

G. A. Bodenheimer of Longview won the grand challenge cup for the largest production. Morton Bigger of Dallas was second and J. H. Bryant of Corsicana won second prize for number of applicants, with 202.

#### King Gets Efficiency Cup

The efficiency cup, which is awarded on several factors including persistency of business, percentage of applications on old policyholders and percentage of cash with applications, goes to O. H. King of Fort Worth. All officers of the company share in the balloting for that cup.

Regional awards for persistency of business also were presented to the leaders in each of its 11 branch office divisions.

H. L. Hays of Abilene, who won the presidency at year ago, presided at the opening session of the convention.

Company officials in attendance at the convention include C. F. O'Donnell, president; Arthur Coburn, vice-president; Richard R. Lee, vice-president and agency director; E. G. Brown, vice-president and actuary; T. L. Bradford, Jr., vice-president and treasurer; R. A. B. Goodman, vice-president and director of public relations; G. L. Soelter, secretary; Walter Graham, assistant secretary, and Dr. W. J. Allison, medical director.

#### Central Life Wisconsin Rallies

E. H. Mulock, president Central Life of Iowa, and Fred Lundin, agency supervisor, have been visiting general agencies in Wisconsin cities to address sales meetings. M. G. Fox, general agent at Appleton, Wis., and C. C. Tucker, general agent at Wausau, arranged meetings locally. Each was attended by about 30 agents.

#### Sales Meeting at Columbus

The Columbus, O., office of the Business Men's Assurance held a one-day meeting for Ohio salesmen, April 2. Vice-president J. C. Higdon attended from the home office and E. W. Welton,

Modern Life Insurance Since 1845



BACK of the Mutual Benefit man stands a home office with a proved ability to cooperate in the drafting of even minute details of an individual life plan. Back of him also stands a record of stability and fair dealing—a record of sound protection and liberal treatment. The Mutual Benefit has always been more liberal than any insurance law required. Of its own volition the Mutual Benefit pioneered the Principle of Retroaction, which extends so far as possible all new benefits to old policies, making them in effect as modern as the newest.

**The Mutual Benefit**  
LIFE INSURANCE COMPANY

Newark, New Jersey

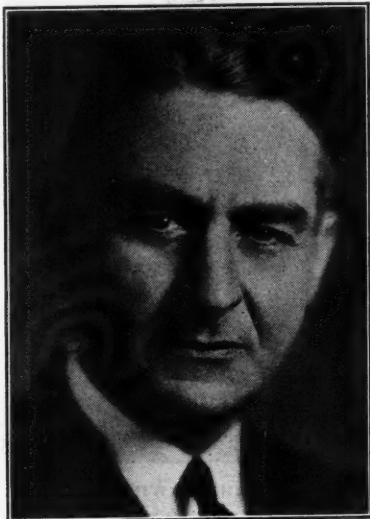


## LIFE AGENCY CHANGES

### Braunig Is Going to Boston

**Well Known Agency Man Succeeds Eldredge There for Massachusetts Mutual Life**

J. S. Braunig becomes general agent of Massachusetts Mutual Life in the Post Office Square agency, Boston, April 15. He has been assistant general



J. S. BRAUNIG

agent in the John Dingle agency, Chicago, for eight months.

Mr. Braunig succeeds Kenneth Eldredge, who has headed the Post Office Square agency since early in 1936.

Graduated from Louisiana Tech in 1917, Mr. Braunig saw world war service, becoming a first lieutenant of infantry. After the armistice he engaged in selling and sales management in the paint and automobile business at St. Louis, with Sherwin-Williams and Chevrolet. In 1930 he entered life insurance work there, producing over \$325,000 of business in his first year.

For a period he was a member of the St. Louis agency of the Massachusetts Mutual and then was appointed general agent there by the Lincoln National Life, in four years building an agency of 14 full-time agents and annual production of more than \$2,000,000. He twice won the president's plaque for high average production per agent.

Throughout his experience Mr. Braunig has been active in association work. In St. Louis he was a director of the life underwriters' association and vice-president general agents and managers group.

His book "The First 90 Days," published by the "Diamond Life Bulletins," has been widely used as a guide in training new men. In the Dingle agency at Chicago he has conducted two educational courses for life insurance brokers.

Mr. Braunig has addressed many

sales congresses on practical selling methods. He attended the managers school of the Sales Research Bureau, and has lectured on recruiting and early training procedure before classes of that school.

### Reestablishes Fargo Agency

**Mutual Life of New York Has Appointed H. Folmer Hansen as Head of the Office**

The Mutual Life of New York announces the reestablishment of its agency at Fargo, N. D., effective May 1.

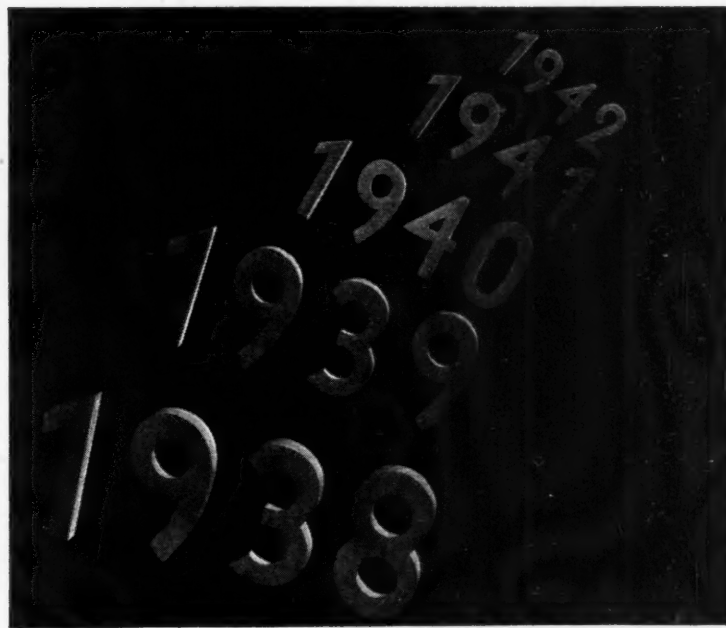
H. Folmer Hansen, agency organizer at Omaha, will become manager of the agency, which will include all North Da-

kota and a number of northern counties in Minnesota, as originally constituted when the company operated its Fargo agency in 1926. Several more Minnesota counties have now been added, the entire new agency territory having formerly been served by the Mutual Life's Minneapolis agency for the past 12 years.

### Good Field Record

Mr. Hansen began work as an agent for the Mutual Life in Omaha in 1925. He established a record as an outstanding producer and was a member of the Field Club, and was appointed agency organizer at Omaha in 1929, as a result of his field record.

Mr. Hansen is a native of Iowa, graduated from the college of commerce of the University of Des Moines, was at one time manager of a lumber company at Elk Horn, Ia., where he later became managing editor and part owner of a weekly newspaper and previous to joining the Mutual Life organized the Han-



## As Your Time Asset Shrinks Do Your Other Assets Grow?

Sound management of money is not the whole solution to the problem of reaching financial independence. But it is an important factor.

Each year that balances the decrease in the time asset with a corresponding increase in property assets situates a man favorably to cope with responsibilities, to enjoy with his family permanent satisfactions and to use the opportunities that open out.

Life insurance, besides furnishing immediate family security, aids in financial progress through its encouragement of the regular setting aside of funds and through the safeguards it throws about funds once accumulated.

**Connecticut General  
Life Insurance Company**  
Hartford, Conn.

manager for Kentucky, was also in attendance. Following the meeting Mr. Higdon left with Manager Welton to drive to Louisville where they visited with the Kentucky salesmen. For the present G. J. Tritch of the home office is temporarily in charge of the Columbus branch, O. K. Johnson having resigned as manager in February.

### Midwest Life Convention

Forty of the leading producers of the Midwest Life of Nebraska attended the annual home office convention in Lincoln this week. Requirements were that full-time agents produce \$25,000 and part-time agents \$10,000 the first quarter. V. L. Thompson, agency director, said that after a record breaking year in 1937, the company had increased new business the first quarter 25.6 percent. J. W. Kinsinger, vice-president and general counsel, was the principal speaker, reviewing the experiences of life insurance during depression years.

Agents were present from five states, and with office and executive forces made up an attendance of 100 at the annual banquet. W. J. Kness of Carroll, Ia., was awarded a silver trophy as leading producer for 1937, and the J. T. Mailie agency at Oelwein, Ia., was similarly honored. Special citations were given W. M. Thompson of Pawnee City and George Crocker of Omaha, the former as senior agent of 32 years service and the latter as having produced through his agency a larger amount of business than any other individual. W. W. Putney, president, was toastmaster and V. L. Thompson gave the awards.

### Pacific Mutual Congress

The Pacific Mutual Life conducted an all-day sales congress at the John L. Watts general agency in Chicago. The new Pacific Mutual's intensive training course was introduced. The Milwaukee agency headed by E. H. Mueller, general agent, as well as the Indiana agency headed by E. T. Bonham, general agent, met with the Watts agency. Malcolm C. White, manager of field training from the home office, was present.

### Hold Rally at Mason City

Central Life of Iowa agents from six counties heard President E. H. Mulock tell of plans for doubling the company's business in 1938 at a meeting in Mason City, Ia. A. L. Allen and Fred Lundin, field supervisors, from the Des Moines office, had charge of a school of instruction for agents. Jake Douglas, who operates a large casualty agency in Mason City, has been appointed general agent for that territory.

### Cummings at Coast Conference

H. J. Cummings, vice-president Minnesota Mutual Life, will have charge of the quarterly conference of the Earl M. Moore office of Los Angeles to be held at Mission Inn, April 15-16.

The meeting will consist of a checkup of each man's results for the first quarter of 1938 and stimulating ideas engendered by Mr. Cummings. He will leave for San Francisco April 18 to visit Walter Eader, the company's new general agent there.

## Industrial Assistants and Superintendents:

If you are a strong door to door canvasser; if you know how to secure agents, and after you secure them, keep them in the business by working with and teaching them properly; and you would like a superintendency (which is practically the same as a detached assistant with an Industrial Company) with a successful Monthly Premium Company, write, giving your age; whether you are married or single; what Company or companies you have worked for; in what capacity; and where you were employed, to A. S. Burkart, V. P. Conservative Life of America, South Bend, Indiana.

**RAW  
MATERIALS  
+ PRODUCTION  
PROCESS  
= FINISHED  
PRODUCT**

The Raw Materials of Life Insurance Selling are your prospects; to them must be applied the proper process of caring for their needs and wants, in order to reach the Finished Product—which is the Satisfied Policyholder.

With the Company's Interview Plan of introducing you to your prospects and many other sales aids, the Pan-American makes this Production Process possible.

For Agency Information:  
Address: EDWARD G. SIMMONS

**PAN-AMERICAN LIFE INSURANCE COMPANY**  
New Orleans, U. S. A.

Crawford H. Ellis, President

Edward G. Simmons, Vice-President  
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Recognized everywhere  
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**"One of  
The Best"**

**CENTRAL LIFE  
ASSURANCE SOCIETY**

HOME OFFICE • DES MOINES

sen Electric Company to distribute farm light and power at Elk Horn.

**Wharton in Minneapolis Post**

Named by Mutual Benefit Life to Succeed G. T. Blandford, Retired, as General Agent There

Howard E. Wharton, for many years a traveling representative of the renewal department of the Mutual Benefit Life,



HOWARD E. WHARTON

has been named to head its Minneapolis general agency. He has been acting head of the agency for several months and succeeds George T. Blandford, who retired last July after 32 years with the Mutual Benefit, 23 as Minneapolis general agent.

Mr. Wharton has been with the Mutual Benefit since 1907. He started in the renewal department of the home office. His duties in recent years as an auditor for that department have taken him into all the company's agencies and given him close contact with field men and their work. He has acted as "emergency general agent" in several agencies

**Cravens, Dargan & Co.  
Life Department Head**



H. V. JACKSON

Cravens, Dargan & Co. of Houston, Texas general agents for the Occidental Life of Los Angeles, announce the appointment of H. V. Jackson as manager of the firm's life department. He spent his first seven years in the life insurance business with the firm when it was Texas general agent for the Northwestern National Life. On Jan. 1, 1932, the Northwestern National Life established its own branch office and since that time Mr. Jackson has been assistant manager of its Texas state agency. He obtained his C. L. U. degree in 1934, being one of the first in Texas. He is president of the Houston C. L. U. and is vice-president of the Houston General Agents & Managers Association.

when changes in management have been necessary. His appointment at Minneapolis was requested by members of the agency organization there.

**C. E. Brown to Grand Rapids**

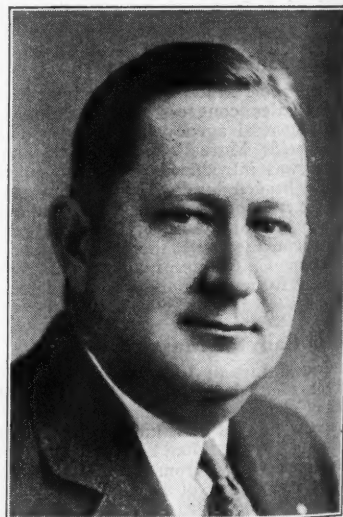
H. Wibirt Spence Retires as Manager After 38 Years of Service—T. B. Read Des Moines Manager

The Mutual Life of New York announces the appointment effective May 1 of Charles E. Brown as manager of its agency at Grand Rapids succeeding Manager H. Wibirt Spence, who retires under the company's plan on that date.

Mr. Spence joined the Mutual Life as an agent at Rochester, N. Y., in 1900 and thus has completed 38 years of active service. He ranks second on the list of managers for length of service.

After serving as a special representative for the Mutual Life for a short period at Buffalo, he was made manager at Grand Rapids in 1905. He was manager at Detroit from 1906 to 1926, when he was again transferred to the management at Grand Rapids which post he has occupied for the past 12 years.

Mr. Brown has been manager of the Mutual Life's Des Moines agency for five years. He began his career with the company as an agent, qualified for the Mutual Life's Field Club, and later was made acting superintendent of agents with the Kansas City agency in 1925,



CHARLES E. BROWN

later becoming agency organizer in that agency, which position he held until being appointed manager at Billings, Mont., in 1931. He became manager at Des Moines in 1933 and has achieved outstanding success as an agency manager. He is a native of Missouri, a graduate of the University of Missouri, served as a first lieutenant overseas in the world war and was at one time county agent for Carroll county, Mo.

Mr. Brown will be succeeded as manager at Des Moines by Thomas B. Read, who has been agency organizer in the Mutual Life's Columbus, O., agency since 1928. Before joining the Mutual Life, Mr. Read had six years of field experience as an agent at Cleveland and Bisbee, Ariz. He is a native of Ohio and has shown exceptional ability in agency development work at Columbus.

**Major Bell Named Assistant**

Major Paul G. Bell, who since September, 1936, has been an outstanding personal producer in the Morris Brownlee agency of the State Mutual Life at Houston, has been named assistant general agent there. Prior to entering the agency Major Bell had had no life insurance experience, going into the business from an executive position with a manufacturing company. He is a graduate of the University of the South. He is a major in the 133rd field artillery,



Texas national guard, and commands the 2nd battalion of that regiment. Major Bell's advancement to this position is the first step in a 10 year planned program of agency development expansion of the Morris Brownlee agency.

### Taking Charge at Seattle

**Edmiston, Portland Agency Head, Is Appointed by Connecticut Mutual Life**

Robert H. Edmiston becomes general agent of the Connecticut Mutual Life at Seattle, April 16. He goes there from



ROBERT H. EDMISTON

Portland, Ore., where he has been for five years state manager of the Union Central. Mr. Edmiston has been in life insurance work for 13 years, following graduation from the life insurance training course at New York University.

He started as an agent in Lincoln, Neb., then went to St. Louis. In 1928, he returned to Lincoln, becoming associate general agent of the Union Central. In 1933 he was sent to Oregon as manager. He has been a successful personal producer, in 1932 qualifying for the \$500,000 club of the Union Central. He also has been successful in agency management, several of his men being advanced to executive positions in other companies.

Mr. Edmiston is a member of the Life Insurance Managers Association of Oregon and past secretary and member of the board. He also is a member of the Portland C. L. U. chapter.

The Connecticut Mutual, with seven agencies on the Pacific Coast, has been active there since 1869 and in Washington since 1887. Mr. Edmiston will maintain offices at 909-411 Fourth Avenue building, Seattle.

### Gannaway with Atlantic

W. T. Gannaway has been appointed general sales manager of the Atlantic Life for South Carolina. He has been with the sales division of the Chevrolet Motor Company for two years, having been in charge of its state and regional sales schools. He will conduct a salesmanship school for the Columbia, S. C., general agency of the Atlantic Life April 11-16. Winchester Graham is general agent.

### Wertz Goes to Michigan

Raymond H. Wertz, formerly manager of the Iowa-Nebraska department of the Reliance Life, has been appointed associate manager of the Michigan department and will have charge of development work in Michigan outside of Detroit. He was born and raised in Nebraska and had considerable experience in general merchandising, automobile salesmanship, teaching and real estate management before going into life insurance as a Reliance Life agent in

1931. Three years later he was made district agent and in the latter part of 1935 became manager of Iowa-Nebraska.

### Tom Sprague Joliet Manager

Tom Sprague of the Sprague agency in Joliet, Ill., has been appointed district agent in Will county, by M. A. Zitzmann & Co., of Chicago, general agents of the Midland Mutual Life of Columbus, O. He was former county auditor of Will county, and one of the few Republicans who withstood the Democratic landslide in 1932.

### Protective's Appointments

O. M. Bentley has been appointed general agent in Washington, D. C., of the Protective Life of Birmingham. He succeeds W. T. Lawton. Vincent Grainger has been appointed general agent in Houston, Texas.

### Named by Ohio National

E. W. Cheney of Rudd, Ia., has been appointed northern Iowa manager for the Ohio National Life. He has been in insurance work there for 15 years and has recently been district manager of the Bankers Life of Iowa.

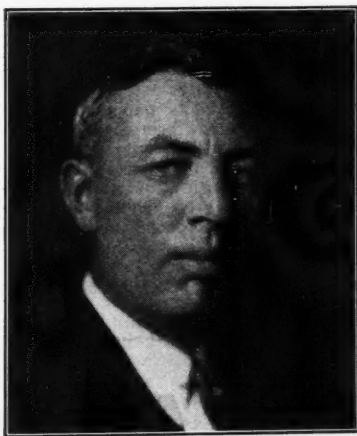
### Young Joins White Agency

R. F. Young has rejoined the E. F. White agency of the Connecticut Mutual at Dallas, being made field manager. He will devote his time to organization work outside of Dallas and Fort Worth. He was formerly manager at Fort Worth.

### Weller General Agent at Lincoln

E. J. Weller has been appointed general agent at Lincoln, Neb., for Lancaster and two adjoining counties by the

### Butler Is Chicago Manager of Fidelity Mutual Life



A. A. BUTLER

A. A. Butler, a leading agent of the Heifetz agency, Mutual Life of New York, Chicago, has been appointed manager of the 100 West Monroe street branch office of the Fidelity Mutual Life in that city. This is a new agency being opened. The appointment was made by H. J. Garretson, assistant manager of agents, who went to Chicago for the purpose.

Mr. Butler has been in life insurance for 22 years, having started in 1914 as a clerk and auditor of the Pacific Mutual Life at Los Angeles. He continued until 1925 when he became supervisor of the Continental Assurance, later becoming a manager and then resident vice-president at San Francisco. He was appointed general agent of the Home Life at Denver in 1931, then at Chicago until 1936 when he was for a year a broker. Mr. Butler went with the Heifetz agency last year as an agent. He qualified for the Field Club, which has a requirement of at least \$250,000 of paid business.

## WHY? THE COLUMBIA LIFE INSURANCE CO. CINCINNATI, OHIO BECAUSE

*We issue*

Participating and Non-Participating  
Monthly Premiums, if desired.  
Juvenile Insurance, one day up.  
Annual Renewable Term.  
Special Ordinary Life, \$2,500 minimum.  
Family Income, \$2,500 minimum.  
20 Pay Life Coupon Policies.  
20 Year Endowment Coupon Policies.  
Single Premium, Ordinary, 20 and 30 Year Endowment.  
All Standard Forms of Policies.  
Home Office Helps and Supervision.  
Direct Mail Advertising.  
Liberal Commission Contracts.  
Long Time Renewals.

*Agencies open in*

OHIO—INDIANA—KENTUCKY

*write*

William H. West, Superintendent of Agents  
Cincinnati, Ohio

**M**ost of the men and women who lend lustre to history's pages scoffed at obstacles and created their own circumstances.

So, too, the life underwriters making progress today are those who, by courageous mental attitude and intensified industry, are making their own "conditions."

**LIFE  
INSURANCE COMPANY  
VIRGINIA**

RICHMOND

Established 1871

Guarantee Mutual Life. He has been manager of the Columbus Mutual Life at Lincoln since Jan. 1, 1937, and prior to that time represented the Northwestern National Life for 12 years. His new office is at 857 Stuart building.

### New Salina, Kan., General Agent

Carl E. Davis has been appointed general agent for the Bankers Life of Nebraska at Salina, Kan. Mr. Davis joined the Bankers Life in 1932 with the George I. Jenkins agency. He was for a time at Geneva, Neb., later going to Sioux City, Ia. In 1934 he was made supervisor for Iowa, in which capacity he served until his recent appointment.

### Ohio State Names McClure

Charles B. McClure, who was in the insurance business in Wichita Falls, Tex., for several years, moving to Dallas in 1931, has returned to Wichita Falls as general agent of the Ohio State Life, with headquarters at 606 Waggoner building.

### Football Man with Klingbeil

J. R. Monahan has been appointed special agent for the F. L. Klingbeil agency of the Prudential in Detroit. Mr. Monahan gained prominence in college football and is now a regular guard for the Detroit "Lions," the professional football organization. He intends to play another season or two with the "Lions" while he carries on his insurance business. He graduated from Ohio State University in 1935 and was selected on several all-American teams. He participated in the East-West game held on the west coast New Year's Day in 1935, and he played in the all-star game in Chicago the following fall. He then signed up with the Detroit "Lions" and has been playing regularly with them for the past two years.

Arthur W. Grant, Medina, New York, has been appointed by S. W. deForrest, general agent, Aetna Life, Buffalo, to be supervisor for Orleans and Tennessee counties.

## AS SEEN FROM CHICAGO

### KRUPKA IS DEPARTMENT HEAD

The Bruce Parsons agency, Mutual Benefit Life, Chicago, has appointed George Krupka head of its annuity investment department. Mr. Krupka has had considerable experience in the investment and securities field and was formerly distributor of securities with H. M. Byllesby & Co., Chicago investment bankers. He is a graduate of the college of commerce, University of Illinois.

### CHICAGO REGIONAL CONVENTION

A regional convention of some eight mid-western general agencies of the State Mutual Life will be held at the Edgewater Beach Hotel, Chicago, April 25-26. President Chandler Bullock, Stephen Ireland, vice-president and superintendent of agencies; J. H. Eteson, assistant superintendent of agencies, and a number of other home office officials will attend.

### DEATH OF ARTHUR PETERSON

Arthur Peterson, agency organizer of the New York Life's "Central Branch," Chicago, died March 31 at the age of 47. Starting as an office boy in the Illinois clearing house in that city in 1906, he passed through all the grades of clerkship, and from cashier to agency director of the former "Loop Center Branch." He was loved by all who came in contact with him for his sincerity and loyalty. J. S. Fredrickson is agency director of the "Central Branch."

### REPRESENT NATIONAL LIFE, IA.

A. H. Polonsky and J. Doane have been appointed Chicago general agents for the National Life of Des Moines. They formerly represented the Indianapolis Life. Their offices are at 166 West Jackson Boulevard.

### FREEMAN WOOD AGENCY ACTIVE

At the termination of the first quarter, the Freeman J. Wood agency Lincoln National Life, Chicago, reports an increase of over 18 percent in paid business. It is considerably ahead in total volume, average production per man and average size policy. Although a large volume of the business was exposed, only a few policies lapsed, giving an almost perfect record. Substantial improvement was also shown for February over the preceding month, with the agency in eighth ranking position. Mr. Wood, a top ranking personal producer and fifth in the Lincoln National in February, has developed a highly organized estate programming service, employing an unusual method of presentation. The agency also does a large volume of brokerage business, having more than 200 active accounts.

### CONDUCTS THIRD SCHOOL

V. V. Moore, home office agency manager of the Reliance Mutual Life, has opened a new agents' training school with more than 20 students. The enrollment is 80 percent men and 20 percent women. Agents enrolled have been tested by the Research Bureau rating scale.

This is Mr. Moore's third life insurance school for new agents since his appointment as home office agency manager. He plans to hold nine more schools in 1938. The Reliance Mutual intends to take the unit managers from the home office agency who have shown organizing ability and place them as district managers in down state and Indiana territory.

### HARRY WRIGHT'S GOOD YEAR

Harry T. Wright of the Equitable Society at Chicago proves that there are exceptions to rules because while other agents are feeling a sharp repercussion due to the business conditions, Mr. Wright is having one of his banner

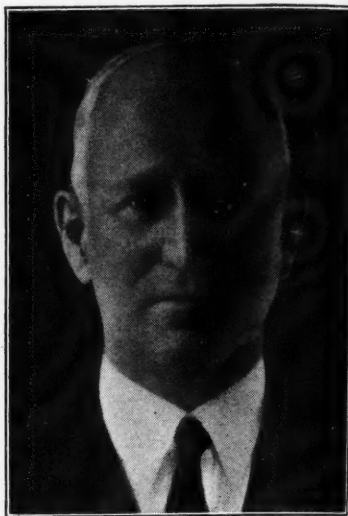
years. During the first three months he produced \$750,000. He will reach the million dollar mark by the middle of the year without any difficulty. In the \$750,000 there was one large case amounting to \$125,000 but as a rule the applications were of moderate size.

Mr. Wright has a large number of clients. He is very close to them and is able to talk life insurance over the telephone to them. It is stated that 75 percent of his business is closed in his own office. He has been very successful in his diagnosis of a man's life insurance needs and setting up a program that fitted his case in every particular. He starts the ball rolling by a telephone conversation and endeavors to end the deal in his office. Mr. Wright knows life insurance thoroughly, its possibilities, its functions and its accomplishments. Mr. Wright qualified for the \$500,000 corps of the Equitable in the first two months. He is attached to the Woody agency. Louis Behr of the Lustgarten agency in Chicago was another \$500,000 man during the first two months. Mr. Behr paid for 25 cases and Mr. Wright 33 cases during two months.

### HENDERSON OFFICE REARRANGED

The E. E. Henderson general agency of the Pacific Mutual in the Insurance Exchange, Chicago, is completely rearranging and redecorating the office in line with a new plan to eliminate as far as possible the usual agents' "bull pen," to segregate new agents and to afford private office facilities to a limited number of more productive agents on a qualification basis. The agent must pay for \$250,000 annually to retain his office. The Henderson agency in the first quarter year had its biggest volume in five years with an increase of about 100 percent. Most of the arrangements were passed upon by the agents' advisory council which has voice in all matters affecting the agents. M. Kalish is president of the council, E. I. Rappaport, vice-president, and George Norman, secretary, these making up the executive committee. Meetings are held monthly. The council serves as a medium to iron out any difficulties, bringing them into the open quickly so agents will not become disgruntled over real or fancied slights or inequities. Mr. Henderson takes up with the council the matter of individual agents' records and elimination of unproductive agents. In this way the entire agency force is always fully advised and takes part in every action affecting the staff.

## Enters 50th Year in Life Insurance Business



EDGAR C. FOWLER

Edgar C. Fowler, New England Mutual general agent in Chicago, is entering upon his 50th year in the life insurance business. The other evening the occasion was marked by a dinner attended by the agency organization and the office employees, numbering about 40. This was in the nature of a curtain raising event, because the plan is to fete Mr. Fowler in the grand style next year when he completes a half century in the business. At the dinner the other evening Mr. Fowler presided and was the sole speaker.

The Fowler agency has been performing in record fashion during the past few years. Last year was the largest year in the history of the agency in point of new premiums, new business and insurance in force. It was the third consecutive year during which the agency reached a peak in volume.

Mr. Fowler, at the age of 15, was employed in the home office of the old Hartford Life & Accident. He then served as an agent in Hartford and later became general agent in Buffalo. His next connection was with the State Mutual as superintendent of agencies. He went with that company in 1908 and remained until 1916. Since that time he has been Chicago general agent for New England Mutual.

## ANNOUNCEMENT

On April 1, 1938, we enter the  
STATE OF TENNESSEE

Some choice territory still open  
for General Agencies

**THE LAFAYETTE LIFE INSURANCE CO.**

Home Office—LAFAYETTE, INDIANA

**A Mutual Legal Reserve Company**

W. R. SMITH  
Field Vice-President

R. G. YEAGER  
Supt. of Agencies

NEW PAID-FOR BUSINESS IN 1937 OVER 1936—34.3%

**Outstanding**  
BY ANY  
**STANDARD**  
OF  
**COMPARISON**

FOUNDED  
1867

● The Equitable Life of Iowa issues both participating and non-participating life policies; annuity contracts; and "man-sized" life policies for juveniles from date of birth to age 10.

**EQUITABLE**  
LIFE INSURANCE COMPANY  
OF IOWA  
HOME OFFICE DES MOINES



## President's Month Drive in Swanson Agency Sets Mark



H. G. SWANSON

The special "President's Month" campaign put on in March by the H. G. Swanson agency of the New England Mutual in Chicago resulted in 150 applications for \$964,120 of business. The applications were 50 percent ahead in number of March, 1937, and the volume was double. The record is unusual in that it shows what can be done by well organized effort—even during a period of business recession. The Swanson agency was started from scratch seven years ago and has been built into one of the company's leading agencies countrywide. Launched in the depression, the agency has been organized to produce satisfactory volume under existing conditions.

The agency leader last month was Frank Lodge, with a total of \$71,550. James H. Prentiss, Jr., led in number of lives. Philip Hoche, educational director, was runner up with \$46,950. General Agent Swanson, however, beat all of his men with \$86,000 of business. A feature of the month's campaign was an intensive one-day drive starting with a breakfast at which Royal F. Munger, financial editor of the Chicago "Daily News," spoke on business conditions. In the day 16 agents produced 29 applications for \$144,000.

### Individual Records

George Hagstrom and Margaret Henderson, leading New England Mutual woman agent countrywide last year, tied for first with four written cases each, the woman agent having most paid cases. Philip Hoche had greatest volume for the day, \$35,000, and E. C. Leonard wrote the first application. Individual agents' records were inscribed on parchment leaves which were bound in a book that was sent to President George Willard Smith of the New England Mutual. A joint luncheon of the companies' Chicago agencies will be held April 14, at which President Smith will be the honored guest. Mr. Swanson reports 75 percent of the March business was produced by the full-time division, and there were 137 life and 13 annuity cases. Charles Boss, new business manager, and A. G. Baker, brokerage manager, had charge of the drive.

### Adds Life Department

The Insurance Service Co., organized to act as the general agency for the National Mutual Casualty of Tulsa in Oklahoma, Kansas, Texas, Colorado, Louisiana, Arkansas and Nebraska, has added a life insurance department to its organization, under management of Vernon F. Ham. Mr. Ham has lived in Oklahoma 20 years, 16 of which have been devoted to life insurance.

## NEWS OF LIFE ASSOCIATIONS

### Cummings Hits Bank Plan

**Calls It "Greatest Threat" to Life Insurance in Portland, Ore., Congress Address**

PORTLAND, ORE.—About 400 attended the annual sales congress sponsored by the Portland Life Underwriters Association, including a considerable number from adjoining states.

O. Sam Cummings, president National Association of Life Underwriters, was introduced by John A. Green, president Portland association; Noel A. Dew, John Hancock Mutual Life, national committeeman, and Charles Gramm, Portland general agent Kansas City Life, for which Mr. Cummings is Texas general agent.

Mr. Cummings declared that the greatest single threat to old line life insurance in its 103 years is savings bank life insurance. He assured those present that they could depend upon the national association to do all possible to check its spread. He lauded the American agency system, and decried the action of Governor Lehman of New York in approving the bank plan.

"This, we believe, is a threat to replace life underwriters and this we cannot allow," he said. "No one else can ever do their job. All insurance representatives should look well to all such bills coming before their legislatures. We should not longer allow in our ranks the chiseler, the knocker or other kinds of wreckers, and the sooner they are eliminated the better for our business."

Other speakers were John W. Yates, Los Angeles, trustee of the National association and California general agent Massachusetts Mutual Life; William Power, assistant general agent Aetna Life, San Francisco, and Ron Stever, district manager Equitable Society, Pasadena, Cal.

### Headliners at Los Angeles

**Outstanding Executives and Commissioner Carpenter to Speak at April 20 Sales Congress**

LOS ANGELES — The 1938 sales congress of the Life Underwriters Association of Los Angeles is scheduled for April 20. Among the prominent speakers will be M. Albert Linton, president Provident Mutual Life; Vincent B. Coffin, vice-president and superintendent of agencies, Connecticut Mutual Life; George H. Harris, director of public relations Sun Life of Canada; Willard K. Wise, vice-president Provident Mutual Life; Commissioner Carpenter of California; W. B. Henley, director of coordination University of Southern California, and Dr. J. W. Fifield, First Congregational Church, Los Angeles.

### Forum Meetings Scheduled

The association's Forum will hold meetings as follows: April 5, "Getting the Sales Interview," John W. Davis, Occidental Life; May 10, "Handling Objections," Kellogg Van Winkle, national C. L. U. president and manager Equitable Society; May 24, "The Development and Use of Human Interest Stories," John W. Yates, general agent Massachusetts Mutual Life; June 7, "Closing," Walter G. Gastil, general agent Connecticut General Life.

### Tennessee Congress Plans

Committees of the Memphis Life Underwriters Association are carrying forward preparations for the sales congress of the Tennessee Life Underwriters Association there April 22. R. L. Brightwell, president of the state association, expects an attendance of 500 at the sales

congress, to include delegations from Nashville, Chattanooga, Knoxville, Jackson and Johnson City in Tennessee and also Jackson, Miss., and Little Rock, Ark. W. T. Buskner is chairman of the general committee on arrangements.

### Washington Sales Congress Attracts Over 500 Agents

TACOMA, WASH.—Over 500 life agents attended the one-day state sales congress here. In discussing "The Price of Success" Joseph P. Mulder, Mutual Life, Seattle, stressed systematic work, specified number of calls per day and the value placed and goal set on each and every interview.

F. A. Hardy, Seattle, in "Courage Plus Conviction," told how he had closed 64 applications for \$144,000 in his first six months in the business. Even in these days a man adapted to the business with

courage and hard work can write a high volume of business, he said.

Russell Brooks, Union Central Life, talked on "The Telephone Approach." He did not recommend it for all underwriters but said it was a means to conserve a lot of his time.

Earl McCroskey, Northwestern Mutual Life, chairman of the legislative committee, spoke on "Legislation." He declared the present laws do not protect the insuring public. He condemned mutual benefit company promoters.

A one-act playlet, "The Strange Interview," was presented by H. P. Cain, S. A. Nourse and Miss Pearl A. Cronander.

In checking up on the years of service of those in attendance it was found that G. C. Norton of the New York Life had been 35 years in the business, and that 25 percent of those present had been in the business less than one year.

### Many Other Speakers

"Personal Experiences" were outlined by Joe C. Peters, Olympia, "The Balanced Underwriter," John C. Peters, Spokane, "The New World," F. W. Nordgard, Yakima, "Life Insurance a Democracy," Mrs. Marcia B. Cohen, Cow-

## A Great Reliance

Some one has pointed out that our life on this earth, in comparison with time, is very brief. We come to realize that there is much to do and little time in which to do it. Many men die with plans uncompleted, and many others are prevented by physical impairment from working out their plans. Life insurance, therefore, has become a great reliance, for it underwrites a man's future — his greatest gamble. He can have the highest ambitions, the best intentions, and lay what he considers fool-proof plans, but death or disability can destroy them with one stroke. Unless he is unusually wealthy he *must* rely upon life insurance.

*Massachusetts Mutual*  
**LIFE INSURANCE COMPANY**  
Springfield, Massachusetts  
Bertrand J. Perry, President

"Just what I've been looking for."

..... that's what

they say of the new Security Mutual Life Modified Family Income. Features: reduced premiums at 55, Paid up at 65, double income to family in event of death prior to 55, commuted values for cash settlement.

Literature and Rates on Request.

**Security Mutual Life Ins. Co.**

BINGHAMTON, N. Y.

litz county, "Community Property Laws and Life Insurance", John D. Carmody, Seattle, and "Blue Prints with Specifications", D. H. Carpenter, Everett.

Commissioner Sullivan spoke on "Why An Insurance Commissioner". "One Day in Court" was presented by E. M. Card and a selected cast.

"Your National Association" was discussed by O. Sam Cummings, president National association, at the luncheon.

At a dinner meeting held for general agents, manager and supervisors, Mr. Cummings spoke on "Modern Techniques in Selecting Agents."

#### Functions of Department

Preservation of good faith and proper practices in all insurance transactions is the function of the state insurance department, said Commissioner Sullivan. Insurance companies and their representatives have the privilege to carry the benefits of insurance to the people, but state officials have the obligation to assure that the privilege is not misused and the public trust not destroyed. Therefore, insurance commissioners and insurance men are working jointly and collectively in a great common undertaking. The commissioners by their work contribute to the success of insurance men, for this success depends largely on public confidence.

Acquisition and ownership of property by the individual, he said, is prompted by the person's desire to be secure. The buying of insurance results from this

desire. Therefore, the insurance in fact must be secure; the companies must maintain adequate reserves accumulated by a fair premium and protected by honesty, good management and a sense of obligation to policyholders.

#### Chicago Sales Congress to Draw Able Speakers

A successful New York life insurance woman and a number of leading Chicagoans will be on the program at the Chicago sales congress April 19. Miss Beatrice Jones, assistant agency manager Equitable Society, New York, who recently was elected by the National Broadcasting Company to speak over a nation-wide network on "Career Women," will talk on "Reckon We Better." She resigned a \$5,000 a year job to enter the life insurance work with the Equitable ten years ago and has been very successful. She heads a women's unit.

Lloyd Lafot, Samuel Lustgarten and S. D. Risley, all of Chicago, will speak in the morning session. Mr. Lafot, inspector of agencies New York Life central department, will speak on "1938 Model Working Plans"; Mr. Lustgarten, agency manager Equitable Society, on "The Betrayal of the American Investor," and Mr. Risley, assistant superintendent of agencies Great Lakes territory, Metropolitan, on "Interest."

P. B. Hobbs, agency manager Equi-

table Society, is chairman of the sales congress committee and J. M. Royer, general agent Penn Mutual, is co-chairman.

#### See Big San Francisco Attendance

More than 1,500 tickets to the northern California sales congress in San Francisco, April 14, under the auspices of the San Francisco and Oakland-East Bay Life Underwriters Associations have been distributed.

Among the speakers will be M. Albert Linton, president Provident Mutual Life; Vincent B. Coffin, vice-president Connecticut Mutual, and John Marshall Holcombe, manager Sales Research Bureau. Talks will be given by four members of the Quarter Million Round Table of the San Francisco association, who will also answer questions that are now being sent in to A. K. Deutsch, chairman of the round table.

#### Kansas City Congress

KANSAS CITY—The annual sales congress sponsored by the Life Underwriters Association of Kansas City will be held April 18 with the following program:

William King, Mutual Benefit Life, St. Louis, a personal producer and past president of the St. Louis association, on "Selling the Goods"; E. E. Cooper, assistant agency superintendent Equitable Life of Iowa; Dr. Pearl Thompson, woman physician of St. Louis, who has appeared before a number of insurance groups and associations; Carroll C. Day, Oklahoma City, general agent Pacific Mutual, "Philosophy of Living," and O. Sam Cummings, president of the National association.

#### Nebraska Meetings Held

This week the Nebraska State Life Underwriters Association held group meetings, the first Monday at Fremont; Tuesday at Grand Island; Wednesday, North Platte. Conn W. Moose of Omaha, Columbus Mutual Life, is president of the state body. At each city there was a lunch and addresses made by L. E. Pennewell of Minneapolis, Minn., agency director of the Columbus Mutual; H. J. Cummings, vice-president Minnesota Mutual, and A. B. Olson, vice-president Guarantee Mutual. Mr. Pennewell was on the program twice.

#### New York State Meeting

The New York State Life Underwriters Association meets in Utica May 5-6. The association meeting itself will be held May 5, and the state sales congress will be held the next day. The meetings will be in the Utica Hotel. Frank Wenner, general agent of the Connecticut Mutual in Utica, is chairman of the program committee for the sales congress.

#### Connecticut Sales Congress

HARTFORD — President Glenn B. Dorr of the Connecticut State Life Underwriters Association has announced that the annual state sales congress will be held May 3 in the auditorium of the Aetna Life here.

Cincinnati—The series of educational seminars continued this week with a talk by W. H. Mers, C. P. A., on "Valuing a Business When a Member Dies." On April 13, Stanley Moebus, representative for Campbell county in the Kentucky legislature, will discuss the Kentucky income tax and its application to annuities and settlement options.

Wheeling, W. Va.—At the April meeting R. E. Bowle, vice-president and trust officer of the Security Trust Co., stressed the spirit of cooperation and mutual helpfulness that should always exist between trust officers and life underwriters and pointed out their joint interest in the solution of clients' problems. He warned, however, against either undertaking the work of the other owing to the specialized character of each field and counseled conference and consultation of both with prospective clients to formulate plans which would most ad-

#### Will Speak Before the Davenport Congress



O. R. CARTER

O. R. Carter of Chicago, inspector of agencies of the New York Life having in charge a large territory, will be one of the speakers at the sales congress at Davenport, Ia., April 23. Mr. Carter started with the New York Life as an office boy at Little Rock in April, 1911. He became a clerk and did some soliciting on the side. He went to Memphis as an agent and then for five years was agency organizer. He was switched to Shreveport, La., as agency director and then was transferred to Des Moines as supervisor-at-large. He took his new position in Chicago in January, 1934.

H. Kennedy Nickell, life member of the million dollar round table and leading producer for the Connecticut General Life in Chicago, is announced as another speaker for the Davenport congress during the period featuring "Millionaires" under the direction of Harry T. Wright, associate manager of the Equitable Society in Chicago, who is a past chairman of the million dollar round table. Mr. Nickell has been with the Connecticut General since 1931 and has been a leading producer ever since. Those in charge in Davenport state that 600 reservations have been made for the sales congress.

vanageously serve the clients' interest in the disposition of his estate. He said the aim of both trust officer and underwriter was the same—to build up and conserve estates and make them perform adequately the service required.

Lansing, Mich.—Too many policies and specialized policy features have been put forward by the life companies within the past few years, said Ray Hodges, Ohio

33% GAIN  
in new business  
in first two months  
1938

The MIDWEST Life  
INSURANCE COMPANY  
of LINCOLN, NEBRASKA

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### PENNSYLVANIA

#### FRANK M. SPEAKMAN

CONSULTING ACTUARY  
Associates  
Fred E. Swartz, C. P. A.  
E. P. Higgins  
THE BOURSE PHILADELPHIA



National Life and general agent at Cincinnati, in a talk to the Lansing Life Underwriters Association.

"These complicated policies and policy features," Mr. Hodges said, "have tended to confuse the public. The old fundamentals and principles of life insurance still remain and should be more greatly emphasized."

Life companies and agents generally do not oppose the principle of social security as they have been advocating them for years. "The present government provision," he said, "is making people old-age conscious, but it will provide only for the bare necessities for those dependent wholly on the government plan. Life insurance and annuities supplement social security in making for an adequate old age income."

**Pittsburgh**—Louis Behr, assistant agency manager of the Equitable Society in Chicago, outlined his method of programming life insurance before the Pittsburgh Life Underwriters Association. He only asks five minutes of the prospect's time, allowing him to terminate the interview then if he so desires, and does not attempt to close the sale in a single interview.

W. M. Duff, president and general manager of the Edward A. Woods Company, general agent Equitable Society, introduced the speaker.

Membership now totals 971, an increase of 262 in the past year. The next meeting will be held April 14. Dr. C. S. Tippetts, dean of the school of business administration at the University of Pittsburgh, will discuss present economic conditions.

**Jackson, Mich.**—James A. Preston, sales manager Columbus Mutual Life, spoke on "Streamlined Selling," pointing out the methods that are necessary under present-day conditions in the field. Half of the attendance was made up of life men from Lansing and other surrounding cities, whose associations were invited to participate.

**St. Louis**—A Young Men's Division has been organized. It will be composed of life agents under age 30. Alex Miltenberger, Jr., Northwestern Mutual Life, has been elected chairman; Lawrence McDougall, Mutual Benefit Life, vice-chairman, and G. F. Stevens, Jr., Travelers, secretary. Directors are: Wallace Ott, Aetna Life; George L. Dyer, Jr., Columbian National Life; Gilbert Beckmeier, Phoenix Mutual Life; Ernest C. Rea, Jr., Connecticut Mutual Life, and Milton Miller, Jr., State Mutual Life of Worcester, Mass.

**Northern New Jersey**—Horace Wilson, New York City general agent Equitable Society, will speak at the luncheon meeting in Newark April 11 on "Simplified Programming." It is a continuation of the subject which was discussed at the meeting March 14.

**Louisville**—J. M. Gantz, general agent Pacific Mutual Life, Cincinnati, will speak April 7 on "Merchandising Life Insurance."

**Pueblo, Colo.**—A new association has been formed with these officers: C. M. Warner, New York Life, president; Floyd Caswell, Mutual Life of New York, vice-president, and Miss Mabel Korb, Equitable Society, secretary. Thirty-five members attended the first formal meeting.

**Denver**—The sales congress was held Tuesday of this week under the auspices of the Colorado association. B. T. Cantrell presided over the morning meeting. Earl E. Davis, C. L. U. president, introduced special guests. Will Taylor, secretary of the Franklin Life, spoke on "The Priceless Ingredient." Paul Speicher, R. & R. Service, Indianapolis, had as his subject, "Social Service of Life Insurance Today." Earl Davis was chairman in the afternoon. President O. Sam Cummings of the National Association of Life Underwriters, spoke on "The Essentials of Life Insurance Sales Success." C. B. Roth, author and lecturer, spoke on "How You Can Sell More Life Insurance in 1938." John Walsh of Chicago, assistant superintendent of agents of the Home Life, had as his subject, "Build Clients."

**Emporia, Kan.**—Deloy E. Heath, secretary, reports expansion of the association, with four new members recently. Plans are under way for Life Insurance Week and a good attendance at the sales

congress and annual meeting of the state association in Salina May 13-14.

**Missouri**—The annual meeting will be held May 20-21 at Springfield, Mo.

**Fargo, N. D.**—President H. J. Gilbertson, Penn Mutual, presided over the monthly meeting. A sales congress will be held this year comprising a day and a half. It will come in the late summer or fall. Plans were discussed for further enlightenment of the public regarding life insurance.

**Cincinnati**—E. B. Thurman, general agent New England Mutual Life, Chicago, will speak at the April 22 meeting.

**Los Angeles**—The so-called "Caravan" of the organization is in Santa Barbara Friday of this week. A. A. Dewar, Equitable Society, president at Los Angeles, will give the greeting; Kellogg Van Winkle, Equitable Society, president National C.L.U., will give the greeting from that organization. J. H. Cowles, president California state association, will talk on "The Power of Cooperative Effort." W. V. Waldron, assistant manager Metropolitan Life, will speak on "Sales Possibilities for 1938." H. B. Keeling, John Hancock Mutual, is a speaker. R. A. Schroeder, Pacific Mutual Life, has as his subject, "Time Control Can Work for You." H. C. Chaney, New England Mutual, will develop the idea of "Motivation for the Average Buyer."

**Jamestown, N. Y.**—F. P. Jordan, manager Connecticut General Life at Buffalo,

will be the speaker April 19 on "Modern Trends in Life Insurance Merchandising."

**Albany, N. Y.**—A. L. Beck, general agent, National Life at Buffalo, was the speaker on "Interview, Prospect and Time Control." He was introduced by M. J. Hall, president, Albany association.

**Buffalo**—T. H. Cummings, general agent, National Life, at Cleveland, gave an address this week on the subject, "Today's Market." He addresses the managers association Friday.

**Fort Smith, Ark.**—John M. Andrews, Guardian Life, spoke at the March meeting. He described life insurance as an investment giving a person the safest return in his old age. The Jefferson Standard will have charge of the April program.

**Youngstown, O.**—W. Rankin Furey, general agent Berkshire Life, Pittsburgh, spoke on "Programming."

#### Paul Cranefield with Vetter

Paul F. Cranefield has become associated with R. M. Vetter at Madison, Wis., as supervisor. Mr. Vetter is general agent of the Continental Assurance, with jurisdiction over central Wisconsin. Mr. Cranefield is an experienced life insurance man. He was formerly associated with the National Guardian Life for 17 years in the field and home office.

## LEGAL RESERVE FRATERALS

### Prepare for Fraternal Week

Model Program and Suggested Address Made Available for Societies Through N. F. C.

The fraternal week is getting well organized for observance of their annual Fraternal Week, which this year will be May 2-8. An address has been prepared by T. L. McCullough, past president of the National Fraternal Congress and president of the Praetorians, Dallas, Tex., which has been reproduced for this occasion. Speakers are at liberty to use the address or any part of it as a basis for their talks during the week. The subject matter is appropriate to the occasion and gives information and facts accurately covering accomplishments and purposes of the fraternal benefit system as represented by N. F. C. societies.

The program for Fraternal Day to be held during the week has been prepared by James L. Wilmet, president Pennsylvania Fraternal Congress. Copies have been distributed to the N. F. C. membership by Foster F. Farrell, secretary-treasurer and manager N. F. C., with the thought the program may serve as a guide.

#### Model Program Prepared

The program calls for a parade, an indoor or outdoor pageant, possibly the pageant published by the N. F. C.; outdoor sports if weather permits; a band concert, supper and evening meeting with community singing, pledge of allegiance to the flag, drills by degree teams, main address and short talks by outstanding fraternalists, entertainment and presentation of awards and prizes to junior members in a contest of some sort, such as for posters advertising Fraternal Day or for essays on fraternalism. Mr. Wilmet suggests newspaper cooperation be sought in publishing the program and news of the event, also support of church pastors and organizations in announcing the plan. Committees should consist mainly of young people who are enthusiastic and active. School children should be induced to participate in the program.

Cash in on social security with a benefit slide rule. Gets business. \$1. Order from National Underwriter.

### Arkansas Tax Bill Withdrawn

Effort to Correct Law in Line with Supreme Court Decision Falls Through

LITTLE ROCK, ARK.—Officials and members of fraternal societies operating in this state for a short time became much concerned over H.B. 29 by Sikes, filed in the legislature. It would have taxed fraternal premiums 2½ percent. Unexpectedly, however, the bill was withdrawn by Representative Sikes.

For a long time Arkansas has collected a tax on premiums of old line life companies, the rate being 2½ percent. The law exempts fraternalists.

Two years ago suits were brought by a non-resident legal firm under contract with Carl Bailey, then attorney general and now governor, to recover back taxes and penalties from 33 fraternal societies. Judgments were rendered in three cases in chancery court here. Appeals were taken by the fraternalists to the supreme court which in a 6 to 1 decision Jan. 17, 1937, held the fraternalists exempt from taxation, reversed and dismissed the judgments.

The court's opinion foreshadowed an attempt to change the law. The court held the fraternalists had substantially if not literally complied with statutes so

as to entitle them to exemption, and pointed out that the question before the court was not whether they should be taxed but whether they were fraternal insurance societies within the meaning of the law.

#### Covered in Call

H. B. 29, introduced a few days before adjournment, checked up to the assembly the question the supreme court said the assembly and not the court should consider. Apparently the bill to tax fraternalists was within the governor's call for the special session, although he may not have had it in mind. One item in the call was to provide for taxation of premiums of foreign and/or alien insurance companies operating in the state. That provision apparently was designed to make legal consideration of S. B. 25 to tax premiums of foreign fire insurance companies and to correct a defect in the law revealed by a recent United States Supreme Court decision.

The fraternal tax bill would have

**WOODMEN OF THE WORLD**  
DENVER, COLORADO

### Five Modern Legal Reserve Contracts

- Ordinary Life
- Twenty Payment Life
- Endowment at Seventy
- Twenty Year Endowment
- Family Income

These contracts are participating, and provide all standard non-forfeiture options.



Operating for almost fifty years in California, Oregon, Washington, Colorado, Idaho, Montana, Nevada, Utah, and Wyoming.

Write for particulars to

**PETER F. GILROY, President**  
1447 TREMONT PLACE  
DENVER, COLORADO

## FIVE YEARS OF PROGRESS

From 1932 to 1937 the Lutheran Mutual Life Insurance Company enjoyed its usual healthy growth.

Insurance in force increased.....66.11 per cent  
Assets increased .....89.72 per cent  
Surplus increased .....81.87 per cent  
Dividends paid to policyholders.....\$4,182,921

**Lutheran Mutual Life Insurance Co.**

Waverly, Iowa

given 20 percent of the revenue to the sanitation fund of the state board of health and 80 percent to the general revenue fund.

### Big Modern Woodmen Month

Modern Woodmen reports that 4,616 certificates were issued to new members in March, which was the biggest business month the society has experienced since November, 1929. The force was unable to handle all applications received during the closing days, 763 being held over in the medical and certificate departments for approval and issuance in April.

President Oscar E. Aleshire said the

sharp upturn was due in large measure to the special membership campaign inaugurated March 1, but results exceeded expectations.

Mr. Aleshire said indications point to a banner year for the society. "We feel that added impetus was given the present drive by the recent release of the financial statement," he said, "showing the society's excellent financial condition." He pointed out that "admitted assets had more than doubled in the past six years and amounted to more than \$72,000,000 at the close of 1937."

J. E. Little, actuary of the Maccabees, was a visitor in Chicago last week en route to the Pacific Coast.

## NEWS ABOUT LIFE POLICIES

—BY J. H. RADER—

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and March respectively. PRICE, \$5.00 and \$2.50 respectively.

### Lincoln National's New Rates

Nearly All Forms of Non-Participating Business Are Affected By the New Revision

The Lincoln National has made a general change in non-participating premiums affecting practically all forms in that class except preferred risk ordinary life, Emancipator, term and annual premium deferred annuities.

This change produces a very moderate increase in life and endowment forms; for instance, the endowment 85 premium at age 35 has been increased from \$22.29 to \$22.88 and the preferred risk 20 payment life at the same age is increased from \$29.25 to \$30.04.

A change in the income basis for retirement contracts produces a greater increase among that class at the higher ages at issue but for the younger ages the increase is about equal to that on other plans. The retirement income policy of the Lincoln National belongs to the class commonly known as retirement annuity and for several years it has been issued on the basis of an annual premium of \$82.50 to age 45, increasing \$25 for each year of age at issue above age 45 to \$85 at age 55, remaining level for ages above that point. This contract has been revised to place it on the usual \$100 annual premium unit and will now allow a surrender value at the end of the first year. The income per \$1,000 of proceeds at maturity has been increased for the higher maturity ages starting at age 62 for male and age 66 for female on the life annuity option. A slightly lower income per \$1,000 is available below those ages. However, the installment refund option now pays a higher income per \$1,000 of proceeds at all maturity ages from 50 to 70.

Herewith are given the new rates for five forms.

Age	Life	20 Pref. Risk	20 Endowment	20 Pay. Life	20 Year Endowment	23 Year Endowment
15	20.05	13.85	21.26	42.77	37.07	
20	21.97	15.36	23.20	42.97	37.30	
21	22.38	15.69	23.61	43.01	37.34	
22	22.81	16.04	24.04	43.04	37.39	
23	23.24	16.41	24.48	43.08	37.43	
24	23.69	16.80	24.93	43.12	37.49	
25	24.16	17.21	25.40	43.16	37.55	
26	24.64	17.64	25.88	43.21	37.62	
27	25.13	18.10	26.38	43.27	37.70	
28	25.65	18.57	26.91	43.34	37.79	
29	26.20	19.09	27.46	43.42	37.90	
30	26.76	19.63	28.02	43.52	38.03	
31	27.35	20.21	28.63	43.64	38.18	
32	27.98	20.82	29.26	43.77	38.35	
33	28.64	21.46	29.92	43.93	38.55	
34	29.33	22.15	30.62	44.12	38.78	
35	30.04	22.88	31.34	44.32	39.04	
36	30.80	23.65	32.10	44.56	39.33	
37	31.59	24.47	32.89	44.83	39.66	
38	32.41	25.33	33.72	45.13	40.02	
39	33.28	26.26	34.60	45.46	40.42	
40	34.18	27.22	35.51	45.83	40.88	
41	35.13	28.24	36.46	46.24	41.37	
42	36.12	29.33	37.46	46.70	41.91	

Age	Life	20 Pref. Risk	20 Endowment	20 Pay. Life	20 Year Endowment	23 Year Endowment
43	37.16	30.47	38.52	47.20	42.52	
44	38.25	31.70	39.61	47.76	43.19	
45	39.39	32.97	40.76	48.38	43.91	
46	40.60	34.34	41.98	49.04	44.71	
47	41.85	35.77	43.25	49.73	45.59	
48	43.18	37.29	44.59	50.60	46.54	
49	44.58	38.90	46.00	51.49	47.58	
50	46.05	40.60	47.49	52.45	48.72	
51	47.60	42.40	49.06	53.52	49.96	
52	49.25	44.30	50.72	54.67	51.31	
53	50.98	46.31	52.48	55.93	52.77	
54	52.82	48.44	54.34	57.30	54.35	
55	54.77	50.71	56.31	58.79	56.07	
60	66.54	64.23	67.59	68.40	67.02	

†Minimum Policy \$2,500.

Below are given the rates for four annuity propositions:

Age	(B) Annuity Endowment	(B) Annuities Five Star
15	20.71	17.39
20	24.36	19.97
21	25.21	20.57
22	26.12	21.19
23	27.09	21.87
24	28.12	22.57
25	29.23	23.33
26	30.41	24.11
27	31.66	24.97
28	33.02	25.88
29	34.47	26.84
30	36.05	27.89
31	37.73	29.00
32	39.58	30.19
33	41.55	31.47
34	43.72	32.85
35	46.02	34.33
36	48.62	35.92
37	51.42	37.66
38	54.48	39.52
39	57.86	41.53
40	61.59	43.73
41	65.73	46.10
42	70.35	48.70
43	75.52	51.54
44	81.36	54.66
45	87.97	58.09
46	94.48	61.89
47	101.00	66.11
48	107.64	70.81
49	114.41	76.12
50	121.32	82.12

(B) \$1,000 insurance or cash value if greater. At maturity (females \$9.09) \$10 monthly life income, 100 months certain. Maturity cash values, Age 60, \$1,492; Age 65, \$1,329; Age 58, \$1,560; Age 62, \$1,425. Five Star minimum policy \$2,500.

\*To obtain monthly income per unit annual premium divide cash value at attained age by 1000 and multiply by income per \$1,000 for attained age shown in table above. Death benefit prior to maturity is premiums paid or cash value if greater.

†Annual premium, \$100 all ages.

### Manhattan Life Brings Out Semi-Endowment at 75

A standard semi-endowment at 75 now is being issued by the Manhattan Life, available both to standard and sub-standard risks. The preferred risk semi-endowment at 75 is being continued, this being issued only on preferred risks. The new contract was brought out for applicants who cannot

qualify for the preferred risk form, and also because occasionally applications are received by those who cannot qualify for the preferred risk form, but who qualify for ordinary life. It has been found when they are sold the idea of a semi-endowment at 75 it is difficult to place the ordinary life. Cash loan and extended term values on the standard semi-endowment at 75 are the same as on the preferred risk semi-endowment at 75. Minimum policy is \$1,000 and age limits 10-55. Premium rates and dividend per \$1,000 are given below:

#### Standard Semi-Endowment at 75

Age	Ann. Prem.	Age	Ann. Prem.	Age	Ann. Prem.
10	\$12.46	26	\$17.90	41	\$30.28
11	12.67	27	18.40	42	31.57
12	12.88	28	18.95	43	32.92
13	13.21	29	19.52	44	34.35
14	13.51	30	20.15	45	35.86
15	13.81	31	20.82	46	37.45
16	14.12	32	21.53	47	39.14
17	14.42	33	22.28	48	40.94
18	14.75	34	23.10	49	42.82
19	15.09	35	23.94	50	44.82
20	15.44	36	24.86	51	46.95
21	15.78	37	25.82	52	49.20
22	16.17	38	26.85	53	51.60
23	16.56	39	27.93	54	54.18
24	16.98	40	29.07	55	56.94
25	17.43				

#### Dividends End of Year

Age	2	5	10	15	20	20-yr. Total
10	\$1.52	\$1.91	\$2.25	\$2.55	\$2.84	\$13.24
15	1.68	1.91	2.23	2.53	2.84	13.29
20	1.90	2.15	2.48	2.81	3.27	14.63
25	2.13	2.39	2.76	3.24	3.86	15.30
30	2.37	2.66	3.20	3.86	4.67	16.49
35	2.72	3.11	3.87	4.74	5.70	17.92
40	3.27	3.83	4.85	5.88	6.85	19.24
45	4.08	4.87	6.11	7.18	7.49	17.21
50	5.21	6.24	7.60	7.97	8.54	139.55
55	6.74	7.94	8.60	9.30	10.42	166.56

### Special Metropolitan Scales

Mortuary, Maturity and Cash Settlement Dividends Percentages Are Announced—Reward for Persistency

The Metropolitan Life has released a schedule of percentages to be used in calculation of the special mortuary, maturity and cash settlement dividends where such becomes payable during the last eight months of 1938 and the first four months of 1939. For a number of years the Metropolitan has made a practice of paying these special dividends in addition to the regular annual dividends provided by the policy contract. The company wants it clearly understood that these dividends are purely voluntary and are payable only during such years as the company may see fit to apportion them. The practice of paying these special dividends is founded on the company's belief that persistent policyholders are entitled to a larger share in the company's earnings than those who do not continue their policy in force over a long period. The officers feel that the persistent policyholder contributes more to the stability of the

company and the earning power of the company and should, therefore, be rewarded.

The following tables give the percentages of reserve from which individual dividends can be calculated.

#### Mortuary Dividends

Years in force at death or before and for 25 or more years.	Term of Endowment				
	24 Yrs.	23 Yrs.	22 Yrs.	21 Yrs.	20 Yrs.
Ord. & over...	10%	%	%	%	%
25 & over...	9 1/2	9	8 1/2	8	7 1/2
24	9 1/2	9	8 1/2	8	7 1/2
23	9 1/2	9	8 1/2	8	7 1/2
22	9 1/2	9	8 1/2	8	7 1/2
21	9 1/2	9	8 1/2	8	7 1/2
20	9 1/2	9	8 1/2	8	7 1/2
19	9 1/2	9	8 1/2	8	7 1/2
18	9 1/2	9	8 1/2	8	7 1/2
17	9 1/2	9	8 1/2	8	7 1/2
16	9 1/2	9	8 1/2	8	7 1/2
15	9 1/2	9	8 1/2	8	7 1/2
14	9 1/2	9	8 1/2	8	7 1/2
13	9 1/2	9	8 1/2	8	7 1/2
12	9 1/2	9	8 1/2	8	7 1/2
11	9 1/2	9	8 1/2	8	7 1/2
10	9 1/2	9	8 1/2	8	7 1/2
9	9 1/2	9	8 1/2	8	7 1/2
8	9 1/2	9	8 1/2	8	7 1/2
7	9 1/2	9	8 1/2	8	7 1/2
6 or less...	0	0	0	0	0

\*Mortuary dividends on intermediate or spec. class endowments of less than 23 years same as 23 year.

#### Maturity Dividends

Term of Endowment	Ordinary	Intermediate and Special
25 or more yrs.	10%	10%
24 year	9	9
23 year	8 1/2	8 1/2
22 year	8	8
21 year	7 1/2	7 1/2
20 year	7	7
19 year	6 1/2	6 1/2
18 year	6	6
17 year	5 1/2	5 1/2
16 year	5	5
15 year	4 1/2	4 1/2
14 year	4	4
13 year	3 1/2	3 1/2
12 year	3	3
11 year	2 1/2	2 1/2
10 year	2	2
9 yrs. or less	1	1

#### Cash Settlements

No. of Years in force at death or before and for 25 or more years.	Term of Endowment				
	24 Yrs.	23 Yrs.	22 Yrs.	21 Yrs.	20 Yrs.
Ord. & over...	10%	%	%	%	%
25 & over...	9 1/2	9	8 1/2	8	7 1/2
24	9 1/2	9	8 1/2	8	7 1/2
23	9 1/2	9	8 1/2	8	7 1/2
22	9 1/2	9	8 1/2	8	7 1/2
21	9 1/2	9	8 1/2	8	7 1/2
20	9 1/2	9	8 1/2	8	7 1/2
19	9 1/2	9	8 1/2	8	7 1/2
18	9 1/2	9	8 1/2	8	7 1/2
17	9 1/2	9	8 1/2	8	7 1/2
16	9 1/2	9	8 1/2	8	7 1/2
15	9 1/2	9	8 1/2	8	7 1/2
14	9 1/2	9	8 1/2	8	7 1/2
13	9 1/2	9	8 1/2	8	7 1/2
12	9 1/2	9	8 1/2	8	7 1/2
11	9 1/2	9	8 1/2	8	7 1/2
10	9 1/2	9	8 1/2	8	7 1/2
9 yrs. or less	0	0	0	0	0

## INDUSTRIAL FIELD NEWS

### Approves \$400 Limit

ALBANY, N. Y.—Governor Lehman of New York has approved the bill limiting the amount of industrial insurance on the life of a child under 10 years to \$400. The measure replaces a graduated scale ranging from \$100 for under age 1 to \$1,000 between ages 9 and 10.

### Made Syracuse Superintendent

T. A. Derrenbacher, who has been Prudential assistant superintendent, at Corning, N. Y., has been promoted to superintendent of Syracuse No. 2 district succeeding A. E. Lennox, who goes to Corning.

### Metropolitan Changes

C. M. Tournier, formerly assistant manager Metropolitan Life at Newark, N. Y., has been promoted to manager at Lockport, N. Y. Edward Deckro, who was manager at Lockport, becomes manager at Gloversville, N. Y., succeeding Manager Barnard there, who went to Watertown, N. Y., to become man-

ager, succeeding C. E. Carpenter, deceased.

### Burton at Macon, Ga.

MACON, GA.—A. M. Burton, president Life & Casualty, was guest of honor at a banquet here. J. C. Johnson of the home office, also spoke. E. L. Moore, manager of the Macon district office, presided. Employees and their wives from 18 middle Georgia counties attended.

### To Unveil Randall Portrait

ST. PAUL—April 11 has been selected as the date for the unveiling of the portrait of E. W. Randall, chairman of the Minnesota Mutual Life Insurance Co. Al J. Sullivan, agent at Hibbing, Minn., will have the honor of unveiling the portrait which will hang in the home office.

W. P. Fogarty, San Antonio, Tex., agent of the Jefferson Standard Life, has completed five years as a member of the "App-a-Week Club" and two years as a member of the Julian Price Club.



# Sales Ideas and Suggestions

## Become THE Life Insurance Man in Your Community

DETROIT—"In your community you should be known as THE life insurance man so that everyone who wants insurance will think of you and your acquaintances will remember you when they hear about someone who wants insurance," said C. J. Zimmerman, Chicago general agent Connecticut Mutual, in a talk on "Prestige Building" sponsored by the H. C. White general agency of the company here.

"A few years ago building prestige meant tooting your own horn, but we have a different conception of the term today," said Mr. Zimmerman. "We realize that when it comes to buying life insurance, our clients feel that the best life insurance man available is none too good to handle their insurance affairs. He selects his underwriter as he does his physician or lawyer—on a basis of his professional reputation.

### What Public Thinks

"Because an underwriter has built prestige in his community does not mean that he is any better an underwriter than one who does not enjoy so much prestige, but at least the public thinks he is better. The average prospect is called on by a life insurance man at least once a month but he buys not oftener than once in two years. That means that he selects one man out of 24 who call on him, and that one is selected because he stands out above the others in the prospect's mind.

"The need for more attention to prestige building in our business is clearly demonstrated by the results of a survey indicating that while 98 percent of the people are favorably inclined toward life insurance, only about half of them were similarly favorable toward life underwriters.

"Just what is prestige? It is excitement within yourself about the business, enthusiasm about life insurance and about the plan that you are going to present to your prospect. There are several factors involved in building prestige, chief among them confidence in one's self, a fact that can be sensed by the prospect; sincerity, since the prospect must feel that you are telling the truth without reservation or embellishment; good will, intelligence, character and last, but by no means least, activity.

### Build Three Circles

"Prestige should be built up in three different circles. First, in our own business. We should convince our associates and our competitors that we are outstanding in the business. This factor, often ignored entirely, is very important. If you can develop a reputation as an able underwriter, when other agents get into competition with you they will develop an inferiority complex that will help you to get the business.

"Take part in associational work, write articles for the insurance papers, newspapers and your company house organ. Ask your general agent to allow you to address your agent group, and address luncheon clubs and the like on some phase of life insurance. This will help a great deal to develop prestige.

### Be Helpful to Policyholders

"Secondly, it should be developed among your policyholders and centers of influence. When you see a story in a newspaper that you believe would interest one of your policyholders or centers of influence, clip it out and mail it to him with a brief, friendly note. It shows

that you have his interests at heart. Whenever you get an opportunity to turn some business their way, by all means do so. You can't expect these people to do nice things for you unless you do something for them once in a while.

"We asked our agents to give us the names of their 10 best policyholders and sent these men letters asking them why they bought from our agents. The replies were very enlightening. Here were the principal reasons, in their order: (1), friendship; (2), good knowledge of insurance; (3), had confidence in him; (4), made me understand life insurance; (5), not high pressure; (6), gives good service. Incidentally, there is a very great difference between forceful selling and high pressure selling.

### Get Recommendation

"Third, we should build prestige with our prospects. Probably the best way to do this is to get a policyholder to give you a letter of recommendation to the prospects whom he knows. Get your friends, your banker and others to do likewise. Half of the time they will tell you to write the letters yourself and they will sign them; that's fine. You will know at least that the letters will be strong enough! This procedure helps much to convince your prospects that you know your stuff.

"Outside activities such as membership in church, lodges, and civic societies is important for prestige building with prospects. Probably the best prospects I have met personally were in civic work and college alumni work. This type of contact is much more valuable to you in a business way than the social contacts you make at the golf club or in the evening," said Mr. Zimmerman.

## Economist Sees 1938 as Good for Life Insurance Sales

This will be a good year for life insurance, Prof. W. B. Bailey, economist Travelers, declared at a joint meeting of the Chicago Association of Life Underwriters and Chicago chapter of C. L. U. Public uncertainty about business investments and income, and the fact that the interest rate undoubtedly will remain low for some time, provide a made-to-order situation for life insurance selling, he said.

While the long continuation of the low interest rate may bring a higher scale of life insurance premiums, he said, it would affect the individual more severely than the insurance company.

Professor Bailey said a drop in interest rates from 6 to 4 percent means doubling the annual deposit for a retirement of a given amount. However, in contrast, the insurance companies have not doubled their premium scales in the last 10 years. This, Professor Bailey believes, accounts to considerable extent for the fact that many people have turned in the last few years to life insurance for investment.

### Effect of Interest Drop

The man who wants to retire on an income of \$3,000 a year can invest \$875 a year at 6 percent for 25 years, accumulating thereby \$50,000 which would give the desired income at 6 percent, Professor Bailey said. But a drop to 4 percent interest calls for \$75,000 principal or \$1,700 annual deposit.

Therefore, the reduction in interest

rates, Professor Bailey said, while it appears to be harmful to the life insurance institution, perhaps has been instead a powerful factor working in its favor. The average man who desires to retire at age 65 has found it preferable to turn his savings over to a life insurance company rather than to invest them himself, in order to have assurance of accumulating the required amount.

A scroll was presented to A. J. Johanssen, past president Chicago chapter and National chapter of C. L. U., as a testimonial of esteem from the chapter. He is moving to Brooklyn as general agent Northwestern Mutual.

E. M. Schwemm, president Chicago chapter, presided. Professor Bailey was introduced by E. B. Dudley, manager Travelers. P. B. Hobbs announced final plans for the sales congress April 19.

## Work Hard to Change Buying Power Into Buying Action

"Salesmanship was an important factor in creating the outstanding position of the United States in its standard of living and its economic leadership in prosperous days," said G. S. Jones, vice-president and sales manager of Servel, Inc., at a joint meeting participated in by the Indianapolis Association of Life Underwriters. "Better salesmanship will cause the large number of people who have buying power, to want goods and services sufficiently to buy them. Thereby more work and more buying power will be created. Just as in the years of

1930 and following, there is today a surprising latent buying power.

"The selling profession should get back to fundamentals and create a demand for products and services. When they want what the salesman has to sell persons with buying power will find ways and means of acquiring such items. There is opportunity in this vast reservoir of buying power for salesmen and merchandizers who concentrate on their markets, and work harder than ever to change buying power into buying action," said Mr. Jones.

## Systematic Selling Stressed

KANSAS CITY—Increasing public knowledge of life insurance has made it more imperative for the life underwriter to sell systematically, Sara Frances Jones, Chicago producer for the Equitable Society, told a meeting of the women's committee of the Kansas City Life Underwriters Association.

"The beginning of definiteness is the end of confusion," said Miss Jones. Programming is not for the big buyer alone but for the man with medium income as well. It is an excellent method to use in starting any type of prospect on his life insurance purchases because it makes him a client and an intelligent buyer from the beginning. Improvement of selling technique and increased public awareness of the function and details of life insurance have made programming almost a necessity for underwriters. It provides a permanent foundation for life insurance selling.

## AGENCY MANAGEMENT

## Agency Building Objectives Outlined by E. E. Cooper

KANSAS CITY—"There is a growing public conviction that life insurance offers a solution to many problems," said E. E. Cooper, superintendent of agents Equitable Life of Iowa, to the General Agents & Managers Association here.

"That good opinion is based largely on the ability of life insurance to pay and not on our methods of marketing. Our sales methods have been based on (1) new policy combinations. This is the chief reason the agent has had to go to the prospect. Now we have programming and package sales, with programming simply a system of breaking down the man's purchases into an intelligent series of package sales. We have gotten about all the new policies and policy combinations we can, and are now at the point where we must sell life insurance on the basis of its ability to meet problems. (2) Advancing rates—we've used, for instance, the story of annuities going up, in order to sell life insurance. (3) Reduced interest allowances. These we have used the same way we have increased rates.

### In Hands of Misfits

"These selling methods have been placed in the hands of a considerable number of misfits who give the public the wrong impression," said Mr. Cooper.

"In my opinion, the life insurance of the future will be sold by a comparatively few high class, well trained agents. Companies will save a good deal of expense when that day arrives, and there will be fewer failures if we do recruit men more carefully. All modern agency movements are in this direction.

"We are dealing with a new generation of both buyers and sellers of life insurance. It is a far cry from the older

generation for whom life was no pleasure jaunt but a stern struggle, to the present generation with its good time philosophy and careless disregard of responsibility. There's sand in the spinach of life. Yesterday's generation took the sand with the spinach. Today's wants the sand washed off and the spinach garnered with sauces.

### "We Have Not Arrived"

"Agency building will cease to be a problem only when every experienced agent is happy and making a living and every new agent is given a real opportunity. Using this theoretical situation as a measuring stick, we can see that we have not arrived.

"Recruiting may cease to be a problem, but it always will be a necessity and a responsibility.

"You should decide what kind of an agency you can build and what plan will get the best results," said Mr. Cooper. "Develop a philosophy toward agency building. There are four recent trends in recruiting; (1) a continuous process, not a separate job; (2) improved prospecting, describing—not selling—the job, which gets away from high pressure methods of recruiting; (3) a well defined trend toward younger men, and (4) a noticeable decline in wholesale recruiting.

### Definite Plan Needed

"You can give a prospective agent a satisfactory reason for having an empty desk in your office, but never one for an unsuccessful agent behind that desk," said Mr. Cooper. "Have a carefully planned prestige building program for your agency. Check on your own mental attitude. Have a definite agency plan,

not mere recruiting, but a training plan, a prospecting plan and a sales plan. How many men should you add? No more than the number to whom you can give a square deal."

Mr. Cooper pointed out that an analysis of Million Dollar Round Table producers shows that before entering life insurance 32 percent were salesmen, 29 percent executives, and 21 percent were professional men. The Equitable of Iowa experience runs about the same: of agents producing \$150,000 or more business, 33 percent were previously salesmen, 28 percent executives, 15 percent professional men, and 11 percent were students just out of college.

#### Get Career Men

Young men in search of careers are the best source of prospects. They are men who are economically disturbed—not the men who have lost jobs or are about to lose them. Men with no future, in blind alley jobs, junior officers in family concerns with a declining business are good prospects.

Four sources of names given by Mr. Cooper were (1) those persons known to the agency head, (2) secured from centers of influence, (3) secured from present agency force, and (4) secured by direct mail or advertising.

Recruiting differs little from selling, Mr. Cooper has found. In choosing a man that looks satisfactory, Mr. Cooper suggested the use of a rating chart. The Equitable no longer accepts a contract submitted without the chart filled in satisfactorily.

#### No High Pressure

The job should be presented to the prospective agent in detail and without high pressure or any rose coloring, said Mr. Cooper. "The prospective agent must be your kind of man. He must like you in spite of your faults, must respect your ability, and have confidence in you.

"The wife should be present at all interviews with the prospective agent. I

have talked with six or seven thousand men about entering the life insurance business, and have yet to lose one whose wife was present during the pre-contract interviews. In these cases we have two instead of one agent.

"A simple but human test of a new man: is he the sort you would be happy to invite to your home? He should be.

"If the prospective agent can't make out a list of 100 names of persons he knows something about, don't put him on.

#### Dealing With Human Beings

"When you are engaged in organization work, you are dealing with human beings, men and women who have hopes and ambitions and aims just as you have; people who have heartaches—and blue-eyed little girls and brown-haired little boys who listen for their footsteps. We cannot betray the trust of men like these, and we cannot build agencies on the ashes of these ambitions. Why not give them the very best that you have so that you in turn may ask for their best—for life insurance and for your company and for your agency?"

#### Should Get Home Office View

**Dr. H. W. Cook, Northwestern National, Tells of Medical Department's Work in Pittsburgh Talk**

PITTSBURGH — "Complete standardization so far as home office medical practice is concerned never will be realized," Dr. H. W. Cook, vice-president and medical director of the Northwestern National Life, said at a meeting of the Agencies Committee of the Pittsburgh Life Underwriters Association.

"Medical inspections vary, company practices vary, and the condition of patient varies from time to time, making standardization impossible," he explained.

Field forces often feel that the home office is antagonistic or does not understand problems in the field, Dr. Cook stated, but on the contrary home office and field forces have the same object, the building up of the life insurance business. It is important that the home office, particularly the medical department, be fair, equitable and considerate in its stand on rejected business, he said.

There is a definite need for more education on the part of the agent as to home office underwriting requirements; he should be better informed as to the methods of qualifying the insurance applicant, taking into consideration such matters as the occupation, liquor habits and morals, Dr. Cook said. He pointed out that the trend of mortality today is on the increase so far as heart ailments are concerned, although mortality due to communicable diseases is on the decline.

#### Often Difference of Opinion

He brought out that there is a reason for difference of opinion between the family physician or clinician and the home office medical department, since it is the business of the clinician to reassure his patient to avoid alarming the sufferer, while the home office medical department has records of thousands of cases and knows to a considerable degree of accuracy what the effect of an ailment is on the mortality rate.

Selection on the part of the home office does not become more severe during a depression, but because the depression results in less business, the underwriter is inclined to place or attempt to place more sub-standard business, Dr. Cook stated.

Jay M. Holmes, Pittsburgh general agent of the Northwestern National, introduced the speaker. H. W. Abbott, general agent Massachusetts Mutual, presided.

#### Hartford Managers' Meeting

HARTFORD—Edward Gettings, general agent Northwestern Mutual Life at Albany, addressed the Hartford General Agents & Managers Association. W. F.

Morgan, manager Mutual Life of New York, presided.

W. W. Hartshorn, manager Metropolitan Life, discussed the plans for local observance of the Annual Message of Life Insurance Week, May 9-14. He is chairman of the Hartford committee for arrangements.

J. C. Behan, vice-president Massachusetts Mutual and chairman of the committee for the "Annual Message," will address the May 11 meeting of the General Agents & Managers Association.

Commissioner Blackall will speak at one of the meetings that week. Four conferences will be devoted to dramatized programs instructing policyholders on the policies they own and what these policies will do. The first will explain contingent beneficiaries, the second income settlements, the third programming, and the last retirement incomes.

#### Ego Recognition Playing More Important Part

MINNEAPOLIS—"Ego recognition" and the part it plays in the success of an agency is receiving increased attention by the Life Insurance Sales Research Bureau, John Marshall Holcombe, Jr., its manager, told 40 Minneapolis general agents and managers who were luncheon guests of O. J. Arnold, president Northwestern National Life, Monday.

"Recent research by the bureau has established the fact that this fundamental principle of human relationships is violated by agency managers more often than almost any other and is the cause of more failures than most managers suspect," Mr. Holcombe said.

The bureau's new rating scale as a guide to better selection and the development of new techniques in research to get at the factors making for increased agents' earnings were also discussed by the speaker. Earlier in the day Mr. Holcombe addressed a group of Northwestern National Life general agents and managers attending a home office training school.

#### Kelly Is Springfield Speaker

Conservation Supervisor E. C. Kelly, Jr., of the Home Life talked to the Springfield (Mass.) General Agents & Managers Association on producing quality business through quality agents.

## RECORDS

**Farmers & Traders Life, Syracuse**—So far this year it is slightly ahead of last year in new business production. During the first three months, the production record of 1938 has exceeded that of 1937.

**Northwestern National**—A 9 percent gain in new insurance sold the first quarter of 1938 over the first three months of 1937 is reported. Production for March alone was 11.1 percent ahead of a year ago. It was the eighth consecutive month to show an increase over the previous year. Leading agency for the month was the White & Odell agency, Minneapolis, with new sales totaling \$1,431,100. Next in line were the Texas state agency, Houston, and the A. W. Cray agency, Fargo, N. D.

**Illinois Bankers Life**—In sharp contrast to a general decline in sales of life insurance reported throughout the country this spring, the company recorded a gain of more than 7 percent in new business written the first quarter compared with the corresponding period a year ago. New business in March broke all previous monthly records, exceeding \$1,522,000, a gain of 61 percent over last year. The best previous month was in January this year. Commenting on this record, Karl B. Korrad, vice-president and director of agencies, said:

"For seven straight months, our business has recorded substantial gains over the previous year. We have every rea-

#### New Peoria Manager for Lincoln National Life



W. D. FOSTER

W. D. Foster is the new manager of the Lincoln National Life in Peoria, Ill. He has been with the group department of the Continental Assurance of Chicago. He has been in life insurance for 20 years, starting at Toledo with the Travelers.

R. C. Lowes represented the Lincoln National at Peoria for 20 years, and many millions of business are on the books as a result. The DeBarry & Williams agency has charge of the Illinois territory down state and operates a Chicago agency as well.

son to expect continued gains throughout the year."

**Yeomen Mutual**—Observing "President Hoffman Month," agents in March turned in the best month's production since last August.

Although final production winners will not be announced until tabulations are completed, officials report that top flight agents for number of applications in the contest would probably include J. P. McMahon, Waterloo, Ia.; W. A. Hirsch, Des Moines; H. E. Lewis, Rockford, Ill.; J. W. Rock, St. Louis; Clair Woland, Oakland, Cal.; Thomas Jardine, St. Paul, and B. F. Provost, Chicago.

The Des Moines agency under the direction of P. H. Luin, for the second successive contest, led all agencies, with Claire Snyder of Des Moines one of the highest in production.

**Shenandoah Life**—Paid-for ordinary business for the first three months shows an increase of 28 percent over the same months last year. This has been brought about without opening any new territory.

#### Court Proceedings in Phoenix

Fourteen former officials of the old Pacific Mutual Life appeared before U. S. District Judge Ling at Phoenix, Ariz., to be arraigned on an indictment charging conspiracy and conspiracy to use the mails to defraud. Five pleaded not guilty and eight, seeking additional time, were given 10 days to file briefs. The court set April 25 as the date for arguments on the deferred pleas and fixed May 2 as the day when all must plead to the indictment.

Counsel for former President G. I. Cochran said he would file a motion to quash the indictment, a request for a bill of particulars, a special plea in bar, and a plea for immunity from prosecution.

Both the court and counsel for defendants estimated that the trial would consume three months.

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